In this issue
A LIFE ROUND TABLE
ON
The Pursuit of Happiness



JULY 12, 1948 20 CENTS
YEARLY SUBSCRIPTION \$6.00



Ed was told by Pete... who was told by Bill... who got it from a girl named Anne





.. that all you had to do to get a pretty gal was to wear an Arrow Sports Shirt.





This proved an understatement. Ed instantly had three pretty girls fighting over him...

and their mothers besides!

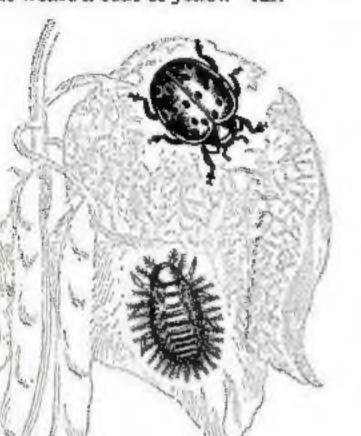
This scared him so he forgot women altogether, and became the "Best-Dressed Bachelor"at camp. P.S. He still is!

Besides being irresistible, Arrow Sports Shirts wash and wash and WASH—just like any other Arrow Shirt! No matter how many tubbings, they will not stretch or shrink out of fit! They come in a wide range of colors, styles, and fabrics. See these honeys at your Arrow dealer's today! Cluett, Peabody & Co., Inc. \$3.50 up.

ARROW sports SHIRTS

#### **EATING YOUR BEANS?**

The destructive MEXICAN BEAN BEETLE is characterized by a pale yellow back ornamented with sixteen dark spots. The larva is also distinctive, as it wears a coat of yellow "fur."



#### **EATING YOUR CORN?**

The European Borer is identified by the small brown spots on his flesh-colored body. The larger Corn Ear Worm (at top) wears stripes.

Insect pests bothering you?

THE TRADE-MARKS OF NATURE\*

identify them for you.



**EATING 'MOST EVERYTHING GREEN?** 

Long, powerful legs that enable him to hop like a frog identify the GRASSHOPPER.

#### **EATING YOUR COTTON?**

A long "nose" marks the COTTON BOLL WEEVIL, which causes such tremendous losses every year in the cotton fields.

When you buy gasoline...

THE TRADE-MARK
"ETHYL"

identifies gasoline stepped up with "Ethyl" antiknock fluid

To get the best performance from your car, use high quality gasoline improved with "Ethyl" antiknock fluid—the famous ingredient that steps up power and performance.

To show you their best gasoline contains "Ethyl" antiknock compound, oil companies display "Ethyl" trade-marks on their gasoline pumps. "Ethyl" fluid is made by Ethyl Corporation, Chrysler Building, New York 17, New York.

EATING YOU?

The malaria-carrying ANOPHELES MOS-QUITO (right) can easily be distinguished from the common mosquito (below). It stands on its head when it bites.

\*Prepared in cooperation with specialists of American Museum of Natural History. Insects, except hornworm, are shown enlarged.

This One

**EATING YOUR TOMATOES?** 

that point toward the head.

The big Tomato Hornworm (which will also eat to baccoplants) is identified by a horn on the tail end and arrow-shaped markings



H'ray for BIKE KEDS! Sturdy, handsome pals for all play. Slip-proof soles keep sure footing on bike pedals. Time for skating? Just clamp the rollers

on to the extension sole.



SPEED ARCH, a speed whize for games like "Running the Base". Lace-to-toe hugs the foot, Black or brown with white trim.



Champions They're not liefs unless the name Keds appears on the short

MADE DILY BY U.S.RUBBEN SCIENCE SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY

BOOSTER, at the country club, looks pretty sharp-or with casual clothes

anywhere. That inch-deep crepe sole is

KEDS SHOCKPROOF ARCH CUSHION

Only Keds Have ALL These Features:

Scientific Last lets toes grip for action
 Shoted two-piece tops, won't bind

• Smooth ioside construction • Balanced Imaginese throughout

Traction Soles; non-marking.

· Pull-proof eveleta

SHOCKPROOF INSOLE

CUSHIONED

MEEL

so light it floats on water!

Brown, blue, natural.

## LETTERS TO THE EDITORS

#### TRUMAN'S TRIP

Sirs:

In 'The Truman Train Stumbles West" (LIFE, June 21) you pictured President Truman as a plain Joe bungling his way across the country with a "bobble a day." Because he dares to open his mouth without a political adviser breathing down his neck, you say his remarks are "unfortunate," Because he doesn't wear his dignity like a high silk hat on a picnic, you say he's "clowning." Because he isn't always a smoothie and a hypnotist you inferred that he is a political has-been. We think he'll get where he's going, the White House, in spite of your one-sided reporting.

VERA SMITH

Tulia, Texas

Sirs:

In your article you relate as follows: "McGrath must have blanched when he heard that Truman had brushed off the Idaho delegation to the Democratic convention when they asked to call on him."

This statement is grossly at variance with the facts and is in line with the lowest type of journalism that characterizes the whole article. There can be no excuse for this distortion of the truth since both the press and radio carried the gracious reception accorded by the President to Idaho delegates, alternates and prominent Democrats—about 25 in number—who pledged their support to him at the approaching national convention.

This article, which is typical of much of a hostile press, subjects Truman to all the cheap abuse that was heaped on Lincoln. Harry Truman is the first President since Lincoln who sprang from the soil and possesses all the homely virtues and humility of Lincoln.

DAN J. CAVANAGH State Chairman

Democratic State Committee Twin Falls, Idaho

 The Idaho delegation asked to see Truman, but was brushed off because of the "nonpolitical" nature

CONTINUED ON PAGE 4

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Volume 25

## RKO's PIC-TOUR OF THE MONTH



"IT'S GREEN, all right!" murmurs amazed doctor to PAT O'BRIEN, as he examines hair of DEAN STOCKWELL, who plays colorful role in RKO's new Technicolor film, The Boy with Green Hair. Other stars in powerful, timely film are ROBERT RYAN, BARBARA HALE.



FRAMED in The Window is killer PAUL STEWART, seen here trying to dispose of victim, as RUTH ROMAN, beautiful bait in murder trap acts as lookout. BARBARA HALE, BOBBY DRISCOLL, ARTHUR KENNEDY are also starred in this suspenseful RKO breath-taker.

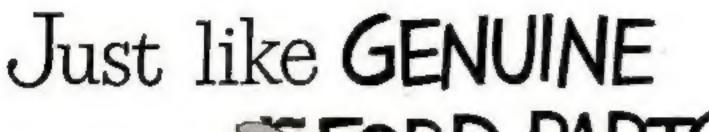


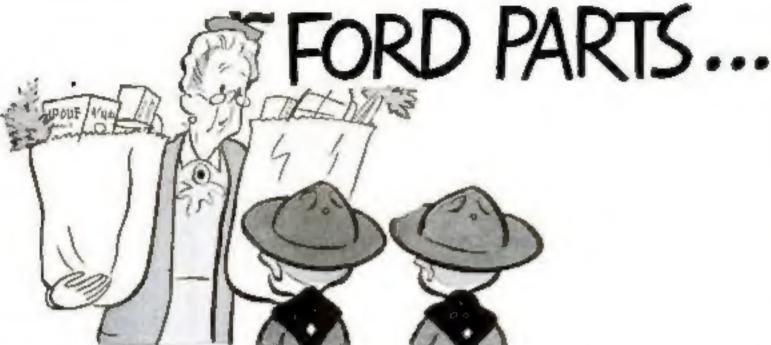
WHAT'S SO FUNNY? Whatever amuses LORETTA YOUNG on set of RKO's Rachel And The Stranger, it fails to move ROBERT MITCHUM. He reserves his friskiness for film, in which he plays handsome stranger who consoles Loretta—lonely, neglected wife of WILLIAM HOLDEN.



WHY MEN LEAVE HOME. Sloe-eyed JANE GREER in RKO's towering adventure film Station West. As a devastating gambling hall queen Jane rules the town. But she meets her match in DICK POWELL who, though he runs a fever over Jane, knows when to curb his temperature.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

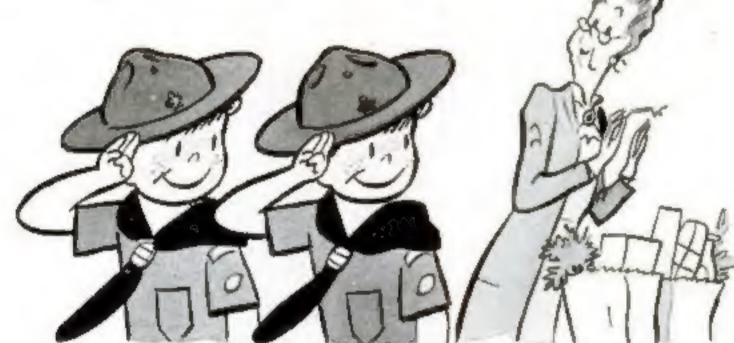




They LOOK alike...







## They're IDENTICAL TWINS!

tical twins of the parts built into your Ford at the factory. Because they're made right to fit right and last longer, you'll find that insisting on Genuine Ford Parts will save you time and money and stretch your Ford's life. Look for the Genuine Ford Parts sign at all Ford Dealers and selected independent garages.





RIGHT FOR FORDS

## LETTERS TO THE EDITORS

CONTINUED -

of his trip. When he changed his mind and decided to see them it was so late that not all the delegates and alternates could come.

Truman is the seventh President, not the first, since Lincoln to have spent part of his early life on the farm. Others: Grant, Garfield, Harrison, Harding, Coolidge, Hoover.—ED.

#### RICH LABOR UNIONS

Sirs:

In his rejoinder (Life, June 21) to your recent survey of the financial strength of American labor unions B. Bookbinder cites the estimated net profits of the Standard Oil Company of New Jersey for the first half of 1948, to show that "in a single six-month period one single corporation earns almost as much as the total assets (\$224 million), accumulated after many years, of the nation's 32 largest unions."

I am neither an executive nor a shareholder of Standard Oil, I work for whatever I get, which is not very much, and from my early boyhoodlong before I became a wage earnermy sympathies have been with the laboring masses. Also, the union to which I belong (The Yiddish Writers Union) is far from affluent, most of its funds being used to aid refugee writers, etc. But I am fed up with the kind of economics or statistics which produce the figures presented by Mr. Bookbinder in support of his thesis. Contrary to the attitude of some union heads, labor unions are not the property of their chiefs. Even the ablest union leader cannot be regarded as an investor in the organization under his direction, in the same sense as a businessman who invests capital and takes all kinds of risks,

Naturally, I would like to see every worker enjoying all the benefits of the thriving American system, the world's best so far. But surely, in this land of opportunity, a workingman's ambition transcends his aim of making good as a union-partner. In other words, no dues-paying member of a labor union considers that union his business. He earns his wages or salary at his place of work. It is the sheerest nonsense, therefore, to compare the assets of labor unions with those of employment-giving industrial firms.

MAURICE WINGGRAD

New York, N.Y.

#### WORLD GOVERNMENT

SIRS:

CONGRATULATIONS ON YOUR WORLD GOVERNMENT SPREAD (LIFE, JUNE 21). WHEN YOUR MOUSE IS ON FIRE YOU DON'T SIT DOWN INSIDE AND READ YOUR OLD INSUBANCE POLICIES, UNITED WORLD FEDERALISTS ARE TRUE DEMOCRATIC GROUP IN THIS DRIVE FOR A PRACTICAL ROAD TO FUTURE PEACE. WE PLAN STARTING A CHAPTER HERE AS SOON AS POSSIBLE.

MRS. E. L. NOYES

Sime

The article omitted the business address of World Federalists, which many persons, including me, may wish to know.

ROBERT SPINDLE

Colorado Springs, Colo.

INDIANAPOLIS, IND.

 The address of the United World Federalists, Inc. is 31 East 74th St., New York 21, N.Y.—ED.

CONTINUES OF PAGE 6



Shaving's a breeze... quicker and easier... when you use super-keen Gillette Blue Blades in the amazing new Gillette Dispenser. Zip!... and there's a new blade ready for use. Enjoy extra comfort... extra convenience.

look susper feel susper be susper use Gillette Blue Blades with the suspers odges ever honed



FALSE TEETH
WEARERS!
8 OUT OF 10 SCREEN

PLAYERS WHO TESTED

**NEW COLEO PREFER IT!** 



NEW COLEO CLEANS FALSE TEETH Really Clean!

Million-dollar Hollywood smiles often mean costly platen and dentures. Coleo's exclusive ingredient that "fizzes" away film and surface stain in minutes made a big hit! No brushing! False teeth gleam. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

NEW "FIZZ" TYPE CLEANSER FOR FALSE TEETIL





Yes...The New GAINES with VIACTRON that helps a Gaines-fed dog get MORE GOOD OUT OF EVERY OUNCE OF FOOD!

Please get.... us some!



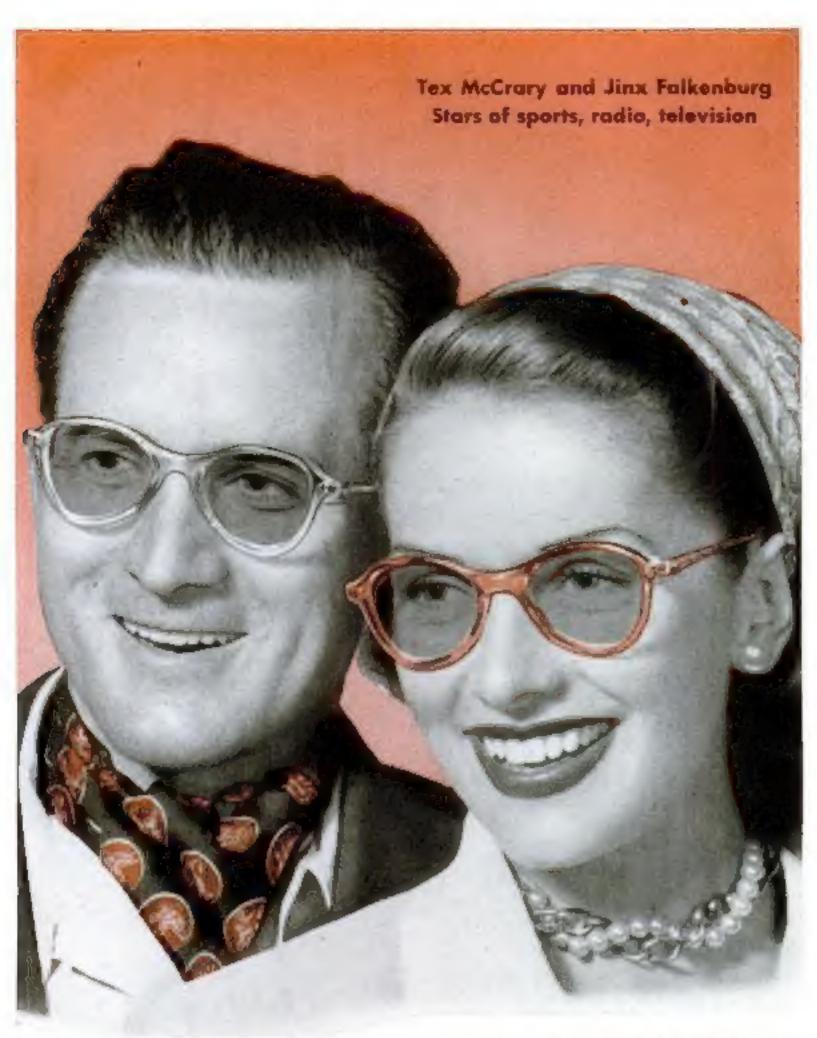
VIACTRON is a special combination of nutritious foods prepared in granular form by an exclusive Gaines process. It is rich in vitamins, minerals, highquality proteins, and highly digestible carbohydrates and fats. Due to these ingredients and the unique Gaines process, VIACTRON enables a Gaines-

fed dog to digest and utilize more of the potential nourishment in his food. Only Gaines contains VIACTRON.

And remember ... Gaines with VIACTRON is a balanced food with ALL the food factors your dog requires, to nourish EVERY INCH of him. It's America's largest-selling dog food!

AND GAINES COSTS LESS TO FEED than any other type of dog food!

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Men's and Women's styles \$1.95 to \$2.69

## Tex and Jinx say "One look will show you how POLAROID\* Day Glasses

Banish Reflected Glare!"

What does reflected glare mean? Look at any sunny flat surfacesnow, water or pavement through ordinary sun glasses. That blinding discomfort is caused by the rays of the sun reflecting back into your eyes. Now look at the same spot through AO Polaroid Day Glasses. You will be amazed at the difference. Reflected glare is wiped out . . . unsuspected details revealed . . . colors shown in their true value. But you will want to see for yourself. Try AO Polaroid Day Glasses today.

How the Unique Polaroid Principle Blocks Reflected Glare



#D Polarold Curp.

American W Optical



IF IT'S MARKED ( ... IT'S SMARTLY STYLED, OPTICALLY CORRECT

### LETTERS TO THE EDITORS

CONTINUED

#### CUSTER'S LAST STAND

Surs:

I read with much interest the article on "Custer's Famous Stand" (Speaking of Pictures, LIFE, June 21), but I was somewhat disappointed in not seeing a picture of Comanche, the only survivor of that battle.

Enclosed is a picture of the famous horse as it looks today. Displayed in a glass cage, it is the principal attraction at the Dyche Museum of Natural History on the campus of the University of Kansas, at Lawrence,

DUKE D'AMBRA

Lawrence, Kan.



COMANCHE

Sirs:

You state: "The only survivor of Custer's detachment was a wounded horse [Comanche]." I think you will find that an Indian scout of the Crow tribe named Curley survived by cutting open the stomach of a fallen horse and hiding in it.

ROBERT W. BULLOCK

Union, N.J.

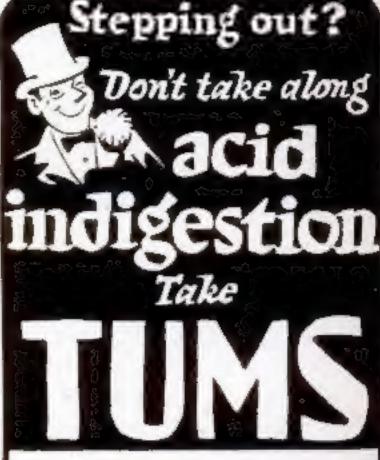


### CURLEY

Sirs:

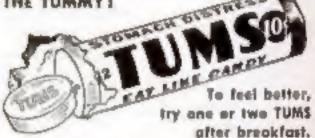
Your fine spread on Custer's last stand contained one error which may give the 7th Cavalry's adjutant (W. W. Cook) a start when his shade sees it: that Custer and 225 men perished. Actually 191 enlisted men, 13 officers and four civilians met death. That totals 208. One of the civilians was Custer's kid brother Boston. Still another brother, Tom, a troop commander and holder of two medals of honor, was eliminated and had his heart cut out and used as a lacrosse puck in that evening's victory festivities.

Each of the 208 hodies-except George Custer's-was mutilated almost beyond recognition; two men, an officer and a noncom, haven't been found yet. (They were believed to have



Any time late hours and overindulgence bring on a spell of acid indigestion, try Tums for sweet relief. Taken like candy mints. Tums neutralize excess acid and settle upset stomach almost instantly. You feel better fast! No baking soda (bicarbonate) in Tums, No danger of overalkalizing; no acid rebound. Take Tums!

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



QUICK RELIEF FOR ACID INDIGESTION

TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets [Nature's Remedy]. Get a 25-cent hex today,



· Needs no Rebotating

Will not support flam? · Will not shatter

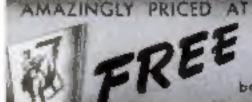
· Scratch and stain tenintaht . High Mirror Finish

. Come in wide cauge of colors and tives 8 a 10 Southin he reduce no well as walls, kathens, bath

name, where taborations, factories, etc. · Can be applied near stores and radiators

· Grease and dort cannot penetrate its hard surface

· Can be Deaned with a damp clinth



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6 Medford St. Baston, Mass.

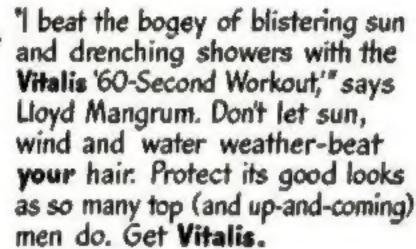
CONTINUED ON PAGE 8



Working Out
Lloyd Mangrum

"Stylist" Mangrum, 46 U.S. Open Champ, is a short-game artist. Always practices putting before the tee-off. Lloyd's workouts under scorching sun are rough on his hair ... so he plays it smart with Vitalis.

> HE'S GOT THOSE HOLES MAGNETIZED!



here's how the

77

VITALIS

Product of

Belatol-Myers

## Vitalis

"60-Second Workout"

keeps hair summerproofed and handsome



sun, wind, water. Routs loose dandruff. Helps check excessive falling hair.

Now hair is no longer dull, brittle, hard to handle. Looks naturally well-groomed. No greasy, "patentleather" shine - Vitalis contains no mineral oil. For a complete summer hair-conditioning, use Vitalis!

P. S. Your barber is an expert. He knows how to keep your hair looking its best for summer. Ask him about Vitalis and the individual, sanitary Scaltube application. Vitalis and Sealtube are Bristol-Myers trade marks

## LETTERS TO THE EDITORS

CONTINUED

been burned.) George Custer's body was untouched though stripped naked. He had two bullet holes, one in the left temple and one in the left chest. The chest wound was assumed to have been the one that killed him (he fell about halfway through the 90-minute

engagement).

One man not on Lieutenant Cook's roster got away, as far as most historians and authorities on the massacre can ascertain. He was Curley, a Mountain Crow scout, who threw a blanket over his head to look like a Sioux. He rode in rings mingling with the Sioux, and gradually reached the combat. Afterwards he escaped in the same way and rode as far as the fork of the Big Horn and Little Big Horn, where the supply steamer was waiting, and told the first story of the massacre. He added, and later repeated often, that he had offered George Custer the use of a blanket for a like escape, and that Custer

And thanks for stating a fact which artists always and writers sometimes overlook-that George Custer had a haircut. The Troop E barber gave it to him before he left the Yellowstone to go down the Rosebud and scout the Sloux.

GEORGE C. APPELL

Water Mill, N.Y.

 Tom Custer is listed in U.S. Army records as having won two Congressional Medals of Honor. Both were for the capture of enemy flags during the Civil War. His second, at Sailors Creek, Va., was earned by jumping his horse over Confederate breastworks in the face of enemy fire. Badly wounded, he nevertheless captured two standards. He was only 20 when the war ended and had the rank of brevet lieutenant colonel.

Reader Appell's version of how Curley escaped from the massacre is the generally accepted one. The horse-belly version persists but is

not authenticated.

There is no agreement as to the length of Custer's hair at the time of his death. One source, a bugler named Martini who was with Custer on the morning of his death, said it was short. For conflicting evidence, see the letter below.-ED.

Sirs:

Custer's hair was long at the time of the massacre and he was not scalped.

In my possession I have an affidavit signed by an old Indian scout, Bob Nixon, in Ranger, Tex., May 18, 192? in which he states that after the battle he was one of the first to arrive at the scene and that the general's head, both arms and legs had been severed from his body but were all together and that his long dark hair was still on his head.

MRS. A. B. CONWAY Mineral Wells, Tex.

Sirs:

In some of the Custer battle scenes the artists were unaware that there were no swords or sabers used in that historic battle. These were left behind because they rattled and banged so much on the march that the presence of soldiers was betrayed to the Indians for some distance around. Only carbines and revolvers were used by Custer's officers and men.

LEE STROBEL

Surland, Calif.

## THAT "New Look"



Here's new amortness to prouder than ever to drive a Crasley, Now Crosley sleps out-sleps up-with a newly designed front, it's the "new look"! Massive louvres and a gleaming spinner adapted from aircraft propellets. See the new Crosley today - see why everyone's saying when a Crosley passes, "Crosley cars are better looking than

ever." Availoble in 6 amort styles-Station Wagon: Sedon:



Convertibles Pone! Delivery: Pick-up: Sports-Utility. Priced at several hundred dollars under comparable models, operate for about half as much. All are roomy, easy-driving, give 35 to 50 miles per gallon. Powered by the revolutionary 4 cylinder Crosley COBRA angine,



For beautiful full color cetalog, write: Grosley Motors.



GOODNESS SUCH GOODNESS





CONTINUED ON PAGE II

## You'll rave over Corn





Get corn this season - and out of season - held to delicious, just picked testiness and tenderness in MOISTUREPROOF PLIOFILM. Buy It in cortons as illustrated, in Plintim bags, or individually wrapped.

as well as Coffee



Coffee keeps at peak of goodness in this hermetically sealed Flav O-Tainer bag lined with AIR VAPOR MOISTURE PROOF PLIOFILM, Scores of other perishable products roach you at their best in this economical pack.



## in these new flavor-guard packs

Many new palate thrills are now coming to market sealed in PLIOFILM. Fresh vegetables, fruits, meats, cheese-even sea foods. You'll find they're better tasting, richer flavored because they are super-guarded against staleness, waste and flavor loss-super-protected in quality and flavor. For PLIOFILM is the one transparent wrapping that is air-vapor-liquid-proof. It seals wanted moisture IN, unwanted moisture OUT-keeps all good things at their best. Packagers write: Goodyear, Pliofilm Dept., Akron 16, Ohio.

Language T M. The Goodystar Tire & Bubber Company

**Everything** is better in

3-way protection against air, moisture, liquids



GOODFYEAR PACKAGERE FILM



"Yes, I use Macmillan Oil in my own car.
When you overhaul motors for 37 years as
I have you get so you can see, feel and hear

what a difference Macmillan Ring-Free makes. It pays to use Macmillan regularly."



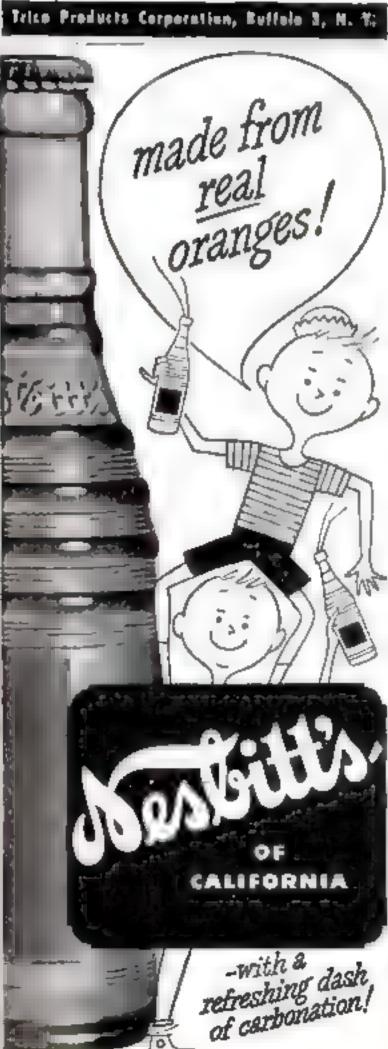
You're right. Mr. Kimble: there's no room nil
in America like Macmillan Ring-Free. The patented
Macmillan refining process go transce has belong too
carbon removal... cleaner motors for smoother performance.

Thomsands of caracy and seving station men thromotomethe nation choose and use Macmillan Ring-Free for their own cars. Follow the advice of these experts—use Macmillan regularly.



Trico Wiper Motors swing nearly three quarters of a million Trico Wiper Blades on cars and trucks in the Pittsburgh area... If the blades on year car need replacing, TRICO is the name to remember. Another teminder! Install a Trico Washer so the "Two Little Squirts" can wash off dirt, grime and dust while you drive.





## LETTERS TO THE EDITORS

-CONTSMUED-

LOUISIANA LITTLE THEATER
Sirs:

What on the face of God's green earth can a person say to the editors of a magazine which has just done a wonderful, marvelous, extraordinary kindness and favor to a whole com-

kindness and favor to a whole community ("Lake Charles Community Theater," Life, June 14)?

I refer to those wonderful, grand, gorgeous, marvelous, excellent, swell, unbelievable pages from 135 to 144. Have you enough imagination to picture yourself as a resident of the Lake Charles, La. community? Can you even come close to approximating the pride, and thrill and wonder of it all? I can



ROSA HART

only wish you could have been here' What you did with that article alone gives you a permanent place in whatever heavens may be.

But not only Lake Charles. Let me tell you more. . . . From all corners of the country . . . Modesto, Calif. . . . Oregon, Mo . . . Sherman, Texas . . . Memphis, Tenn. . . Boston, Mass. ... (to name a few) have come inquiries: "How did you do it?" "We too want self-expression; will you help usy" "l'lease tell us your plans for our group." 'Can you come and help us get started right?" All across the land people have been wanting to play act. With your article they seem to have found a place where they can write and get information and find out the knowhow and the do-how.

Lake Charles, La.

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ROSA HART

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## Mealtime Adventures



by BEATRICE COOKE

## Serving More Sandwiches On

These Hot Days? Whether you're fixing canapes—or the "two handed" kind men love—let me suggest this: Fresh, fragrant Meadow Gold Butter will give any sandwich a magical touch of goodness, I firmly believe that finer butter was never churned. For I've watched Meadow Gold being made from thick, rich cream in a spotless Beatrice creamery. Believe me—when it goes to the automatic

fresh-minted gold! And well it might—with all the golden butterfat of 10 full quarts of milk in every pound! I've found Meadow Gold keeps its fresh purity right to my table, too, Another thing about Meadow Gold is that

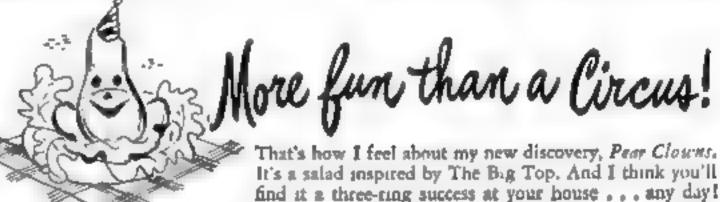
much of it is now wrapped in aluminum foil. You can buy by the pound and save—and the last quarter tastes as fresh as the first. I wouldn't use any other butter, myself. And neither will you—once you've sampled Meadow Gold!

Hags Flew and Bugles Blew!

That's how a friend of mine described the excitement at her house the other night. The occasion? Strawberry sundaes for dessert! Her inspiration was so successful, and so simple to prepare, that I thought I'd pass it along to you. Nothing to it but crushing strawberries (frozen ones if fresh fruit's off the market in your locality). And serving them over vanilla ice cream! Meadow Gold ICE Cream, of course ... for to my mind it's the purest and finest ice cream ever made!

#### FREE-40 RECIPES!

Main dishes...dessorts...salads...
party snacks — my favorite dairy recipes on cards that fit your recipe box.
And free. Write to Beatrice Cooks,
P. O. Box 831-B, Chicago, Illinois.



PEAR CLOWNS

Fresh pears (whole pear for each saled)
Cinnamon candies
Lettuce

Meadow Gold Smoosette Chases Meadow Gold Salad Dressing

Peel and core whole pears. Put in a pan with a thep, of cinnamon candies and enough water to half cover pears. Boil till pears are cooked through (about 20 min.), busting and turning fruit to color evenly. Chill in refrigerator. Fill center with nippy Mendow Gold Smoosatte Chasse. For eyes, eyebrows, hose

and mouth, cut holes or allts and fill with Smoosette. Set upright on a lettuce leaf. Use a broad sing of Meadow Gold Salad Dressing to make the clown's ruff.

I've found Pear Clowns saite as good as they look, Partly that's because I make them with MEADOW GOLD SALAD DRESSING. To my taste, MEADOW GOLD has a definitely livelier flavor—which makes it more refreshing than any other salad dressing I ve tried. Smooth as a summer cloud, too!

"Ice Box Pirates"
In Your House?

Wonderful—especially if their "loot" is milk. For milk is the most nearly perfect food. And about the most economical, too, Since 1939 the price of milk has gone up far less than the average cost for all foods. So it's wise to encourage buccaneering in the "dairy department." Easy, too . . . just keep a couple of quarts of Meadow Gold Hostogenized Milk on hand. Tempts any pirate's taste. For homogenizing puts cream in every sip of Meadow Gold.

Hore's Another Healthful "Treasure" for your raiders. Good, nippy Olde LANCASTER, a grand, nourishing cheese spread with a fine aged Cheddar flavor! Goes well with milk!



I've seen heat-dulled appetites turn keen as a kitchen knife at the taste of Vega-Mato Cocktail. That's why I'm always suggesting Vegamato to my friends. What a meal-starter! The blended juices of 7 garden-fresh vegetables give it a flavor you just can't duplicate. And real lemon juice adds a bit of sunshine! Please try it at your house, hm? And watch every meal get off to a cooler, brighter start! You'll also want to try

#### Vegamata Sherbet

1 cup water 4 cups Vegamate

1½ cups sugar ½ cup lemon juice

1 tsp. gelatin soaked in 1 thep. cold water

Boil the sugar and water together 5 minutes,

Add soaked gelatin. Stir well; set aside to

cool. Add Vegamato, lemon. Freeze in ice

cube tray.

Copyright 1948, Beatrice Foods Co.



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## SPEAKING OF PICTURES

CONTINUED



LOW PEERS PROM GALLERY

## HE WORKED IN HALL AND TUB

In the bustling, perspiring throng that swirled and eddied through Philadelphia at the Republican convention scarcely anyone noticed the unobtrusive little man in the black hat who padded from hotel to convention hall to "secret meeting." But every morning in his bathtub in the Hamilton Court Hotel, David Low totted up, as on a grocery list, the furtive scenes and awesome spectacles his sharp eyes had spotted the day before. The result, after a few minutes of pondering and soaking, was another of Mr. Low's satirical drawings.

In the U.S. for his first time in 10 years, Mr. Low showed an amazing ability to acquaint himself with convention politics and personalities. As his drawings prove, it took him very little time to discover that at Dewey's headquarters on the 8th floor of the Bellevue-Stratford delegates were swapped back and forth like sheep; that Governor Kum Sigler had some trouble holding his Michigan delegation behind Vandenberg; that Governor James Duff was not even that successful with Pennsylvania's delegates, and that B. Carroll Reece has an unfortunate habit of letting his tongue loll out around his chin even when on the rostrum before an audience. Mr. Low was obviously impressed by the fact, long well known in the U.S., that the American politician is almost as perfect a subject for satire as Low's famous British Colonel Blimp. But the Republicans provided a better show than he could find in England anywhere except "at the Derby." "I half expect," said he near the end of the long, hot performance, "to see the winner brought in with a blue ribbon about his neck."

## "I learned my lesson...



## I ask for ACE COMBS"

"For a few pennies extra I enjoy real luxury with Ace Combs. What a difference! Beautifully made of genuine hard rubber! That means they last longer; comb my hair easier and better. In the long run, Ace Combs are the most economical and the most satisfactory."



A quality product of

AMERICAN HARD RUBBER COMPANY

New York 13, N. Y.

at drug and

dept. stores



## "What's wrong with marrying on a shoestring?"

ASKED ELSIE, THE BORDEN COW



marry on any shoestring—like your niece Lulubelle!" boomed Elmer, the bull. "I contend that folks should have plenty of shoes to go with the strings and plenty of money in the sock, before they say I do!"

"But if young folks wait to do that," said Elsie, the Borden Cow, "they may must the excitement of making a little go a long way . . , and the joys of being young with their children!"

"That's beside the point!"
said Elmer. "I give Beauregard
and Beulah everything they
need, And, when it's time for them to marry, I'm not



"TRY CHATEAU-AND Eac GREET" says Elsie, "Just center a poached egg on hot toast, top the egg with thin slices of Borden's Chateau. Then pop under the grill until the Chateau melts. Swellt"

"Don't be so bull-headed, dearl" smiled Elsie, "It



ngg egisterdenigasja om milija om seka

develops a boy's character to have the responsibility of a family. And it's fun for a girl to help her husband and delight him with delicious, money-saving dishes—like the cheese omelets and Welsh rabbits you make with Borden's Chateau,"

"What in blazes has Borden's Chateau to do with marrying?" thundered Elmer.

"Chateau provides delicious, nutritious cheese eat-



ing for thousands of married folks—and their children—every day," answered Elsie, "It has such a rich, mellow-mild Cheddar flavor! And Chateau makes wonderful sandwiches, It slices, spreads, melts perfectly."

"Why, oh wity," moaned Elmer, "did I ever let you go to work for Borden's?"

"Because Borden's makes such fine foods!" answered



Elsie. "Take their new Lady Borden Ice Gream. You never tasted ice cream like it—so rich, so smooth, so creamy. And every luscious spoonful brims with wholesome food energy."

"HO! HO!" chortled Elmer.

"Better start feeding the young ones Lady Borden Ice Cream

now. Maybe they'll build up enough energy through the years to marry on a shoestring,"



"Do be serious, dear," said Elsie. "Lady Borden is really wonderful food. It's made with pure, sweet cream, you know. The fresh fruits and berries used

in it are of superb quality. And the chocolate and vanilla taste so distinctive and so good and so luscious!"

"And I'm so tired of it all!" sighed Elmer. "Please, Flsie, can't we end this without that same old line you've been using for years and years?"

"You mean-if it's Borden's, it's GOT to be good?" asked Elsie, "Why, certainly, dear!"



The Bordon Company



## LIFE

Vol. 25, No. 2

July 12, 1948

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COVER SHARLAND FROM B.S.

#### LIFE'S COVER

When Life's Photographer Sharland went to Longmont, Colo. to photograph Pattie Nelson, the small-town girl on the cover, she was worned that the small-town atmosphere the script demanded might not be obtainable. She told Pattie, who is a photographer herself, to set up a triped on Longmont's main street as if taking pictures. In the next few minutes a mechanic, three businessmen, a stream of children, two old ladies, boy-friends and assorted shoppers stopped to chat. Sharland knew then that her job of capturing small-town atmosphere was solved. To see the pictures she took of Pattie and Longmont, turn to pages 115–120.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (list to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified,

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ABBREVIATIONS: LT., LEFT: RT., RIGHT: A.P., ASSOCIATED PRESS: B.S., BLACK STAR: INT., INTER-NATIONAL M.G.M., METRO-GOLDWYN-MAYER. THE ASSOCIATED PRESS IS EXCLUSIVELY EXTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN BY LIFE OR

## I retired at 55 with \$150 a month

... and I'm making more money than ever!

I've always said that a man could make a hobby pay real money if he could give it as much time as his job. And that's what I'm doing! But it wasn't till I was 55, and retired with a life income of \$150 a month, that I had a chance to do as I pleased.

For some, it might have been woodworking, or painting, or even inventing. With me, it was writing. I'd always longed to write, and did write a little. Today, I'm spending full time at it. And earning more than I ever did at the office.

What's more, I'm free to go where I choose. To take trips—get about the country a bit.

I got the idea fifteen years ago, when I was forty. At that time, I had a good job. I couldn't afford to quit work and give full time to my hobby. Suppose I didn't make out? Well, a family man doesn't quit a good job to do what he pleases.

Then, one night in the spring of 1933, I was running through a magazine planning an article I wanted to write in my spare time. I noticed a picture of a couple sailing for Havana. They were retired, the ad said, on a life income. No, they weren't rich. They'd planned, it explained, to make part of their income during peak working years pay for a retirement income later on. What they had was called a Phoenix Mutual Retirement Income Plan.

Why couldn't I use a Phoenix Mutual Plan to help me do what I really wanted to do? With \$150 a month, I could retire and make my hobby a full-time job.

At the bottom of the ad was a coupon offering more information. I mailed it in. Pretty soon I got a booklet telling about Phoenix Mutual Plans. Yes, this was for me! It told how in 15 years I'd get a retirement income of \$150 a month for life. Meanwhile, it would protect my family with life insurance.

That very week I applied and qualified for a Phoenix Mutual Plan. Fifteen years went fast, all right. As soon as my first Phoenix Mutual



check arrived I retired to do what I dreamed of doing. I've made out pretty well, selling short stories and travel pieces. With my retirement income and my earnings, today I'm making more money than ever.

#### Send for Free Booklet

This story is based on a typical experience. Assuming you start at a young enough age, you can have the life income you need at retirement—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women.

Don't delay, Send for your copy now.

	MUTUAL
PLAN FOR Retirement	PROBREX MOYUAL LIVE INSURANCE CO.
735 Elm Street, Hartford 15, Conn.	735 Elm Street, Hartford 15, Coun.
Please mail me, without cost or obligation, your illustrated booklet, describing Raticoment Income Plans for woman,	Please mail me, without cost or obligation your illustrated booklet, showing how to go a guaranteed income for life.
Name	Name
Data of Birth	Date of Birth
Business Address	Resident Address
Home Address	Home Address



MODEL 810 NEW and only \$32500\*

General Electric Company, Electronics Park, Syracuse, N. Y. GENERAL & ELECTRIC

Here's television so clear, so sharp, you'll be arguing with

the umpire. Here's television so realistic you wouldn't swap

your easy chair at home for the best seat money can buy! Here's

television so far ahead in picture quality - and your eyes prove

it - you'll never settle for anything less. Here's G-E Daylight

The first and only low-priced table set with G-F Daylight Television. We challenge you to find any TV picture so clear and bright! Big 10" direct-view tube. All active U.S. television channels with factory pre-tuned circuits. You can't afford not to own this new kind of television with the "daylight" fea-

ture. Model 810 (above) is priced at only . . . (installating extra) MODEL 901

G-E DAYLIGHT TELEVISION, FM-AM PADIO, AUTOMATIC PHONOGRAPH

Television. See it. You'll hardly believe it.

Four great services in one great instrument by General Electric. All the amazing advantages of G-E Daylight Television on the big 10" tube. Both FM and standard radio, too. Matchless record beauty with the G-E Electronic Reproducer. All yours in

Model 802D, at right. (installation entra)

#### **GIANT SCREEN** PROJECTION TELEVISION

De luxe television on a super-big screem A dramatic picture 3 sq. ft. in area. Superb television, plus FM, AM, and short-wave radio, plus automatic phonograph with the famed G-E Electronic Reproducer. Showpiece cabinet in genune mahogany. Model 901, at left. (installation entra)



Western prices slightly higher,
 Perces subject to change nothout nation,



## DISASTER IN JAPAN LIFE CORRESPONDENT CAUGHT IN FUNUI

PHOTOGRAPHS FOR LIFE BY CARL MYDANS

On the afternoon of June 28, Lt. E. Correspondent Carl Mydans was in the Japanese city of Fukur, 250 miles west of Tokyo on the island of Honshu. He had gone there to examine and report on a city of 85,000, 97% destroyed in the war, which was a ready 60' rebuilt. But at 5.14 p.m., as Mydans ate. huner at the American Military Government headquarters, his routine assignment exploded into a tremendous news story. Fukui was destroyed again by one of the worst earthquakes in Japan's disaster-ridden history, and Mydans was the only correspondent on the scene.

Wattin secon is after the first tren or all lines of communication out of Fuk it were down. Highways were blocked by mountains of rub de that rose and

fell like sea waves; telephone lines and electric cables went dead; railroad rails bent like macaroni and bounced out of the roadbeds. Even the modern steel and-concrete buildings (above) which had survived American B-29 attacks swaved and toppled as the earth shook. My lans was trapped inside the city with his great story.

For 15 hours he alternately shot pictures and loaded film. Thousands of Japanese died around him, although neither he nor any of the 27-man American Military Government team was injured. At dawn a road was cleared through the wreckage. When the first messengers fought their way out of the city, Mydans's tark pictures and his hastily-scrawled report (pp. 20, 21) went with them.



DYING JAPANESE writhes on an improvised stretcher. When Corre pondent Mydans photographed him, the man put aside his ageny and summoned up all the traditional courtesy of his race. He nodded, smiled and said, 'Angato, angato' (Thank you)



SORROW AND RELIEF are stamped on the faces of these Japanese husbands. Above a father eadly carries the hmp body of his wife through the streets. Below a man who has just pulled his own wife slive from the wreckage of his home manages a faint grin





WHILE THE STREET SPLITS OPEN IN DEEP CREVASSES, FRANTIC JAPANESE RAC

## HUSBAND CARRYING HIS WIFE'S BODY

If hen the carthquake struck, Like Correspondent Carl Mydans was in the messroom of the four-story, reinforced-concrete American headquarters in Fukus. Here is his report of what happened

At 5.11 o clock without warning, the floor suddenly pushed up under us and chanks of concrete from walls and ceilings began to crash at out us. We rushed for the doors in jerky movements, unable to keep our balance. We bumped into each other and were tossed in heaps on the floor as tables toppled over, dishes smashed and light fixtures crashed to the floor. In my rush to the doorway I was lifted from my feet, tossed sharply aside and smacked into a wall

In the doorway I tried to cling to a concrete post, but the pillar dance I so madly that I couldn't keep hold of it. The concrete driveway before the building buckled and burst up before me as I bounced over it. Concrete slabs crashed from above into the roadway. We all tried to lie down on the compound lawn, but the earth shook so violently that some were jerked into a stand of a control and bounced about like poports. Yellow dust to se over the city and suddenly strong crazy winds blew up, first from one direction and then another. There were moments of silence and then hitle voices of human beings—shouts, cries—rose into a direction and the city

Lieut. Colonel James Hyland, American Military Governor, appeared in socks and undershorts. His first orders were to set up a first-aid station on the compound lawn. Already crushed and bleeding Japanese were coming to Americans for help. I rushed back into the headquarters for my cameras.

At 5.27 one thin wisp of smoke crawled up behind a sagging department store. It grew larger, spreading in all directions and coming toward us fast. Colonel Hyland had to move his command post and aid station five blocks away. Buildings toppled into the streets and over the flattened city the fire crept steadily. People tossed buildles, bedding and clothes out of windows and doors. Families huddled in bewildered groups. A child savagely clurg to its mother's kiniono-



OWARD SAFETY WITH THE FEW POSSESSIONS THEY HAVE BEEN ABLE TO SAVE

## SOFTLY WHISPERS "IT'S TOO LATE"

shouting, "Father, Mother! Don't go back in. It's no use." At one shop men worked in a silent, determined effort to salvage ripe watermelons, ignoring five shiny new bicycles next to them.

A little old man came by, bent over with the weight of his wife on his back (opposite page). A little boy clung to the blanket in which the woman was wrapped. I asked him how the woman was. "Mo akan" (Too late), the man replied, whispering so that the little boy wouldn't know. Another man suddenly rushed up crying, "Give me a saw! My two babies are pinned under a plank!" Then he disappeared. A woman came past with an armful of clothing. On her back was a dead child.

The fire finally drove us into the walled, moated compound of an old palace that now houses the prefectural government offices. For 300 years this wall had withstood thousands of quakes. Tonight it crumpled into the moat. Across the moat the Army gasoline dump went up, shooting gasoline barrels 1,000 feet into the air to start new fires wherever they landed. From the highest point on the wall we could look out into the countryside and see on the horizon six separate fires marking devastation in outlying villages. It was the first we knew of the extent of the quake area.

Shortly before midnight I accompanied Colonel Hyland on a mission to clear the road from the city for incoming aid. Areas as far as we could see were leveled and glowing red as the fire burned itself out. Under the rubble were cracks in the earth 1½ feet wide. Streetcar tracks were buckled into huge loops. We passed Japanese firemen wrestling with a hose connected to the most, the only source of water in Fukui.

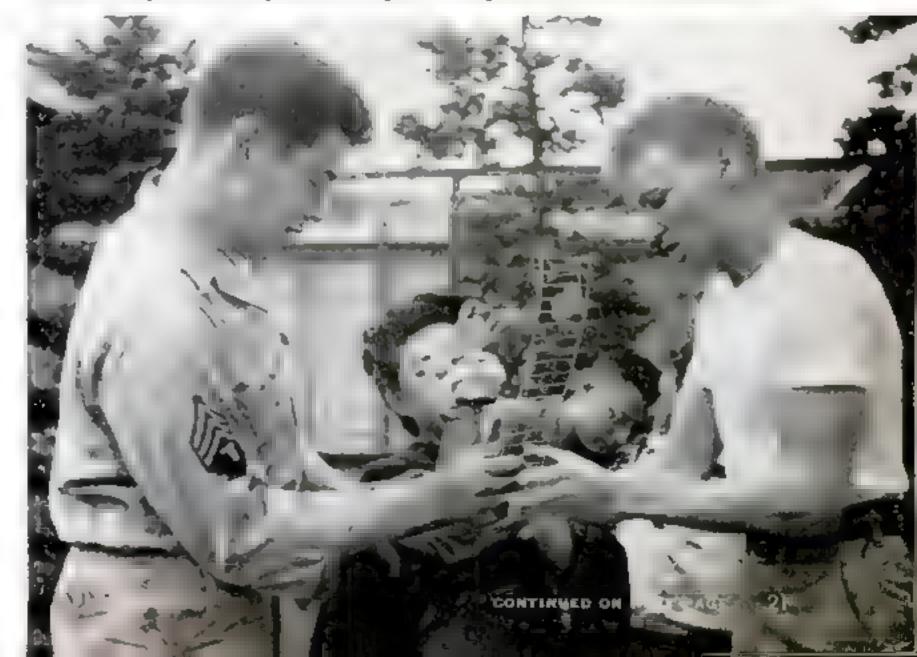
Colonel Hyland and the Japanese police commandeered thousands of men to clear the choked roads, and by 4 o'clock in the morning of June 29 after terrific labor they had cleared a narrow path so that jeeps could move. By daylight the road was wide enough for trucks to enter, bringing relief to the devastated city.



DISHEVELED GIRLS emerge from their collapsed home and run into Mydan's camera. As she passed, the first girl dropped a pair of underpants which Mydans gallantly retrieved. Thereupon she tittered in great embarrassment and ran off down the street.



SQUALLING BABY howls in mother's arms outside tottering house. Below: two GIs at American Military Government Headquarters, where many Japanese instinctively turned for help when earthquake struck, put a wire splint on a woman's smashed wrist.



## Japanese Earthquake CONTINUED



EXPLODING GASOLINE DRUM soars into the sky as the American for lab improves up. Blazery barrels acted like incendiary bombs, starting new fires wherever they be cod.



FIRE SPREADS wildly in the wind roaring out of a flim-y wooden section of the city to engulf a stone building. In toreground Japanese gather the ribelongings to flee again.

AT DAWN AFTER A NIGHT OF DESTRUCTION, THE CITY'S HEART IS A WASTELAND







TITO'S HOLD on the people of Yugoslavia is demonstrated in Belgrade at celebration of his of the bette lay I nder huge posterit and legend, "With Tito in the struggle

for liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with Tito in the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for Social small are young a liberation with the struggle for the social small are young and young a liberation with the struggle for the social small are young a libera

## THREE WEEKS IN TITO'S YUGOSLAVIA

## DENOUNCED BY THE COMINFORM, IT STILL LOOKS LIKE A COMMUNIST STATE

PHOTOGRAPHS FOR LIFE BY WALTER SANDERS

On June 28 the Cominform, which is a polished-up version of the old Communist International, startled the whole world by denouncing Marshal Tito of Yugoslavia as a revisionist, nationalist, megalomaniac, Trotskyite and terrorist. If the Cominform had denounced Stalin himself, the West could hardly have been more surprised. Everyone wondered what Tito had been up to behind the Iron Curtain.

A few weeks before the Cominform blast Tito lifted a corner of the Curtain (usually shut tight against cameramen) for Life Photographer Walter Sanders and Correspondent Will Lang. In three weeks of roaming through the Yugoslav states of Serbia, Croatia and Bosnia-Herzegovina, they took the pictures on these and the following pages. They came away with strong (if preliminary) impressions that Tito is still a hero to many Yugoslavs; that he has nationalized nearly everything but the land, and

that despite talk about the "new democracy? Tito is running a Communist police state.

They also found Yugoslavia a country of incredible scenic beauty. Eighty percent of its people are peasants who own their own small plots of land. Tito thus far has gone slow on collectivizing these tiny farms, trying first to win peasant support. He has provided the villages with sewing machines and has sent out enough tractors to persuade some farmers of the desirability of pooling their resources under state control. This gradual approach to farm nationalization was criticized bitterly by the Cominform. There should have been no complaints with the program in the cities and in industry, where Tito has moved as rapidly as any Stalinist could wish. The railroads have been nationalized, so have the department stores, so even have some 1,150 small retail stores in Belgrade alone. The government directs all war reconstruction (pp. 28, 29) and controls labor supply, recruiting volunteers to build roads but sometimes arbitrarily ordering doctors or lawyers out of the cities and into the villages where the need supposedly is greater.

To promote his Five Year Plan for industrialization, Tito has ruthlessly sacrificed an already low standard of living to buy machines from Western businessmen (pp. 26, 27). But some of these machines last year ground out no less than 1,637,000 copies of books by Marx and Lenin, as well as millions of words denouncing "Western imperialism."

In the course of their tour, which took them to the Zagreb fair (pp. 26, 27), to Belgrade (p. 24) and to the "Lourdes of Croatia" (p. 31), Lang and Sanders saw hundreds of gigantic pictures of Marshal Tito, comparatively few, smaller ones of Marshal Stalin. The Cominform had apparently noticed this too.



ZAGREB WASHERWOMEN do city's laundry in nearby stream. These are peasant women from adjacent village. Tito has not yet persuaded Croatians to do own washing.



HILLS OF BOSNIA provide lush view for the two Moslems on porch in foreground. Yugoslavia has a large Moslem minority which long ago made its peace with government.



paython belong to high government off culls who ordered

the growd (below) explicited from grounds while they lingered over exhibits. Only soldiers were permitted to enter-



THE ANGRY CROWD, its patience exhausted breaks the police cordon and forces its way through gites of fairs

grounds (below). The police were unable to e pe with fairgoers and finally opened the gates wide to avert calualties.



YUGOSLAVIA CONTINUED

## ZAGREB FAIR SHOWS TITO'S GREAT NEED FOR WESTERN GOODS

One of several things hinting that Tito is e. go. for commercial ties with the Westwas his conduct. It is Zagreb International Fancheld n. Movin the contal of Creatia with 300 000 people in attendince. I was a fire for for everyone out the Yigoslavs whi foundail the hotel beds reserved for foreign as a secmen and all the hamsome, new Yug say productmarked "for export only " Although Tito houself did not attend, several givernment off hals did and kept the crow is winting outside in the total son while they in ideale is uncly inspection of the extatats (upperlett) The purpose of the far was frank voor mercial. Yagoslav a desperately roods much new and is prepared to barter even basic stiples tiget it To lure Western exhibitors Interolled in k too lice Curtain Visas stalderdy became easy to get, by I rationing was suspended for visitors at finish a cong traps not oals were primitled flat were en olarged. This brought an estimated 2 000 entreprensis most of them from the West and the Yogas as did a brisk trasmess with the Swess the Indians in-French, the Belgians at I the Swides as well a with the Czeels at LAustrian Fellow saidles with land the to sell-Polant, Balgaria and Albania rated scant contess, and the Russians, who had one to show off but not to to homone or, were given plents space bath of much affection from Yings as have so



YUGOSLAV STEAM ROLLER was teatured exhibit In background (left) is first elevator built in Yugos avail



RUSSIAN EXHIBIT features a bucohe portrait of Stalin (background), a shiny Zis limoustne copied from Packard, several airplanes and the usual anti-U.S. propaganda.



FIVE-YEAR PLAN for Yugoslav production includes these sample goals: oil (top center) 1,000 tons in 1939, 450,000 in 1951; tractors (lower left) none in 1939, 1,500 in 1951.



SWISS EXHIBIT of machinery made a big hit. The government immediately bought almost everything shown. Sign says, "Switzerland, Country of Precision Production."



FUN AT THE FAIR is limited to looking and beer-drinking. Here the fairgoers relax in big restaurant-beer garden adorned by mural symbolizing industry and its rewards.

YUGOSLAVIA CONTINUED

## VOLUNTEERS GIVE SPARE TIME TO LABOR OF RECONSTRUCTION



WOMEN WORKERS swing pickaxes and wheel harrows of dirt as construction progresses on modern highway which will connect Belgrade with Croatian capital at Zagreb.



YOUNG WORKERS spread mortar on bricks for a large Belgrade housing project, in which some 20 apartment houses are being erected to house an estimated 1,700 families.



OUTSIDE OF ZAGREB HUNDREDS OF MEN AND WOMEN SPEND SEVERAL HOURS EACH



LABOR BRIGADE marches out in the early morning behind girl carrying Yugoslav flag. Many voluntary workers are contributing their vacations to construction projects.





A NEW CATHEDRAL rises in Belgrade with government support and with the aid of volunteer workers. This will be seat of the Patriarch of the Serbian Orthodox Church



**APARTMENT PROJECTS** are designed to provide early accommodations for many families left homeless by war. Approximately 22% of Belgrade's buildings were destroyed



FAMILIAR PORTRAITS hang on wall of this Serbian farmer's home, and the man in snap-brimmed hat is the Communist chief of the village agricultural committee. Although they do not oppose Tito's regime, these farmers call their home Little America.



COMMUNIST EMBLEM tops cross in a Zagreb cemetery, marking burial place of a Partisan garl. Despite Markist teachings, Yugoslav Communists have not abandoned Christian symbols and most of Yugoslavia's residents are deeply religious (opposite).

## TITO THE NATIONALIST

## WESTERNER CLOSEST TO HIM REPORTS MARSHAL TO BE PRIMARILY A LOYAL AND PRIDEFUL YUGOSLAV

by BRIGADIER FITZROY MacLEAN

Brigadier Futzroy MacLean, whom Winston Churchill sent to Yugoslavia in 1943 to contact Tito, probably knows more about the marshal than any other westerner. Brigadier MacLean, now a Tory M.P., begins this article for Life at the time he landed by parachute near Tito's headquarters.

After a day's journey through wild mountain country, I reached the ruined castle where the Partisans had their headquarters, high on a hill above a river. In the gathering darkness I clambered up the walls through rocks. Suddenly a sentry stepping from the shadows challenged me and then, on receiving the password, guided me through the crumbling walls to where a light was showing.

Under a tree, studying a map by the light of a flickering lamp, was a medium-sized man of sturdy build. I noticed that he had extremely elect blue eyes. He was wearing a deri

that he had extremely alert blue eyes. He was wearing a dark-gray semimilitary tunic without badges of rank, and a neat spotted tie. He had straight regular features and iron-gray bair. He looked businesslike and ruthlessly determined. We shook hands and sat down. Someone brought a bottle of fiery plum brandy and soon the mysterious Tito and I were deep in conversation.

Tito seemed perfectly sure of himself. He gave the impression of being not a subordinate but a principal. To find such assurance, such independence, in a Communist was to me a novel experience. Another thing struck me forcibly: Tito had an intense pride in the successes of his Partisans and in the fact that they owed these successes to no one except themselves—not even Moscow.

As the night wore on and the brandy bottle went the rounds, Tito, unbending, told me something of his past life. He had been a professional revolutionary, a loyal servant of the Communist International. After a spell in the Red Army he gravitated by a natural process of evolution to the furtive, underground existence of a Communist agitator, wanted by the police, in and out of prison, in exile, living under assumed names and on false papers. In 1937 came a reward for his loyalty, the crowning proof of his Communist orthodoxy. He was appointed the task of purging the Yugoslav Communist party and bringing it back into the true path. It was this appointment that was to make him within a few years a major figure in world affairs. It was this appointment too, this recognition of orthodoxy, which, in the long run, was to sow seeds of the unorthodoxy of which he is now accused. For to Tito, four years later in 1941, fell the task of organizing resistance to the invaders of Yugoslavia. Given this task Tito showed himself capable of building up from nothing a guerrilla force capable of containing 15 enemy divisions. He demonstrated qualities of military and political leadership and skill which left little doubt that he and his movement must in the long run be the masters of Yugoslavia.

Of many remarkable charges now made against Tito by the Russians none is more surprising than their statement that the role during the war of Yugoslav Partisans was no more meritorious than the part played by Communists of Czechoslovakia, Hungary, Bulgaria and a number of other countries. It is impossible for the Russians or anybody else to deny that the Partisans, by their own efforts, succeeded in containing for more than three years a large enemy force which could otherwise have been diverted to other fronts. Indeed it is here that lies the chief difference between Yugoslavia and other eastern bloc countries.



MARSHAL TITO AND MocLEAN IN 1944

Tito drove the Germans out of his country himself. They were driven from neighboring countries by the Red Army.

Experience shapes human character. After 1941 Tito underwent hazards and hardships, three and a half years of relentless fighting; he experienced the satisfaction of building up from nothing a strong army and a powerful political organization, and enjoyed the triumph of final victory. Watching him, as I did from day to day, it seemed to me that inevitably he must, to some extent, have evolved since his days as a mere subsidiary instrument of Soviet policy.

But until a week or two ago there were no overt signs of this; everything the Yugoslav government said, everything they did, seemed dictated from Moscow. They comported themselves as good and faithful allies of the Soviet Union. The Yugoslav reply to the Cominform communiqué

stresses this. But finally Soviet demands became excessive. Tito's new self-respect, which he had developed during the war, triumphed over habit of mind of 30 years.

What does the future hold in store? Immediate reaction of many shrewd observers to the Cominform's proclamation was to assume that the Kremlin had made all arrangements in advance, that the announcement of Tito's liquidation would follow immediately. But there were difficulties. How was Tito to be got rid of and where was a successor to be found?

The army was his own creation and therefore more likely to be loyal to him than to anyone else. When I visited him last autumn at his country house in Slovenia, I noticed that his personal bodyguard was entirely made up of men whom I recognized as having served him personally all through the war. Then they had been shabby, ragged Partisans. Now they were officers in the magnificent uniform of the guards division. They were men whose life and future were bound up with his. The atmosphere was that of a happy family party. There was much laughter and good-natured banter. I came away with the impression that Tito's personal hold on his immediate entourage was as strong as ever.

Thus if they expected the whole structure to collapse at the first blast of their trumpets, the pundits of the Kremlin seem to have underestimated the strength of Tito's personal position. The dilemma which now confronts them is a serious one. How can they, relying as they do on blind obedience of their servants all over the world, afford to countenance rebellion at a key point in their defenses? What is the alternative? To invade Yugoslavia by force of arms?

And Tito, where does he stand? If he breaks with the Kremhn, it means that he loses the whole of the immense morale which a true Communist derives from his association with the party. Everything he has lived and fought for since boyhood would vanish overnight.

And what would be get in return? Independence—precarious, costly to defend, but to free men of inestimable value.

Looking back I recall some words which he pronounced at our first meeting. Time will show their true meaning. "You must remember," he said, "the sacrifices which we are making in this struggle for our independence. Hundreds of thousands of Yugoslavs have suffered torture and death, men and women and children. Vast areas of our countryside have been laid waste. You need not suppose that we shall cast aside lightly a prize which has been won at such a cost."



## GOOD NEWS FROM EUROPE

## THE EVENTS OF AN HISTORIC WEEK TELL US TO GUARD OUR HOPES AND STILL KEEP OUR POWDER DRY

Great news, of overwhelming import to the free world, comes out of Europe. We stand fast in Berlin, where an immense and peaceful victory seems to be in the making. The Russians themselves suddenly reveal a wide crack in their Communist Front, denouncing Marshal Tito of Yugoslavia and impelling him to declare his independence of Stalin. The Communists of Finland in a national election suffer a major defeat. Italy's regular Socialist party, long embedded in a Communist alliance, discards the leader who has personified that policy.

### The Way to Peace

What are we to make of the news?

It tells us first of all that aggressive firmness is the only way to peace and that its reverse is the sure road to war. Most of us have recognized that fact in principle, but we have been timid about putting it into practice. Even as the latest proof was in the making, some of our own leaders and altogether too many of our friends in Europe were dallying with the illusion that we should retreat from Berlin and otherwise avoid any showdown that might conceivably bring on a shooting war. We were, and perhaps still are, victims of the myth that there is some point of "leveling off" with the Russians, and that to ensure peace all we and they have to do is to find it and then subside into a sort of self-perpetuating truce. The recent events in Berlin and the clear alternatives to a showdown there should dispel that idea for good and all. Because we not only held on in Berlin but took the initiative and acted with speed and intelligence, our prospects in Germany and in all Europe are brighter now than they have been since we threw away most of our cards at Yalta and Potsdam. Withdrawal from Berlin, now or later, would so endanger our hold on the rest of Germany and weaken our position in Europe that in the end our only choice very possibly would be to fight for the continent or to get out entirely.

The same news tells us a lot about the Germans and how to make them useful to our side without indecent kowtowing to recent enemies. Three weeks ago Life's correspondents were reporting that the morale of German anti-Communists was at an all-time low; last week, that it was at its highest point. Our stand and the impressive display of U.S. and British transport planes winging food over the Russians' land blockade contributed mightily to this change. But it was originally induced by a subtler, and in a sense more difficult, show of Western purpose and performance. On June 20 we introduced to the Western zones and to our sectors of Berlin a new currency, designed to replace the mass of wartime marks which was smothering the German economy. We made this move with a foresight, understanding and precision unhappily rare in our occupation record, and the results were enlightening. The Russians were visibly frightened, countering our currency with a hasty and ill-conceived monetary reform of their own and finally with their savage blockade of Berlin. The Germans grabbed for our Deutschesmarks, spending them briskly for legal goods to the great discomfort of black marketeers. At the same time, even in the Russian zone and under Red Army guos, they all but spat upon the rather pathetic Russian makeshifts and incidentally demonstrated that the economy of the Russian zone is singularly vulnerable to skillful attack.

In all this there is a lesson more meaningful than the perhaps temporary boost that we have given to the economy of our zones. The lesson is that we, as occupiers, command the confidence of the Germans and enlist them strongly in our cause when we act on our own authority and responsibility; when we, it may be said, "impose" reasoned decisions upon the Germans and assume the main burden of applying those decisions. The magnificent way in which the people and subordinate German officials of western Berlin have risen to resist the Russian threat demonstrates that the Germans have an important place in occupation government, and that so long as we keep and acknowledge the basic responsibility, they can serve us and Germany well. But we lose the confidence of the Germans and alienate them from our cause when we require them to accept responsibility without authority and to apply decisions which are essentially ours rather than theirs. The thought that so soon after World War II we must consider German sensibilities is humanly galling, but it cannot be escaped.

Berlin is in the Russian zone of occupation and we, the British and the French hold three "sectors" of the city within a Soviet ring. Our occupation zone and those of our Western allies are thus cut off from Berlin. But only by geography; in the German spirit Berlin is still a part of all Germany, and the problem of the Western zones is closely related to the problem of Berlin. Last week, while our attention was held by the fight for the capital, our officials proceeded with a new zonal policy which is bound to weaken our position in Berlin and violates the cardinal rule that during an occupation only the occupiers can effectively govern.

### A Perilous Policy

We are planning to establish a federation of German states with a representative assembly and elected ministers theoretically responsible for their own government. The trouble with this plan, noble and democratic on its face, is that it leaves its unwilling German executors dependent upon our military governors, who retain the final authority and can veto any important act of the Germans. Almost without exception the anti-Communist leaders of Western Germany distrust our proposals for a Western government and are begging us to spare them from it. They remember the fate of the Social Democrats of the post-1919 epoch all too vividly, and the history of the Weimar government is not the only evidence that politicians who attempt or are forced to rule with the support of a foreign occupying force are foredoomed to failure. The "scalawag" governments in our own post-Civil War South were, one and all, swept out of office the moment that President Hayes withdrew Federal troops.

We may be sure that the Russians will take every advantage offered them by a government of Germans who manifestly do not want to govern under the conditions we are about to impose, and that they incidentally will argue that we can hardly expect to remain in Berlin after we have established our new "capital" at Frankfurt. It is very late, but not too late, for us to reconsider this perilous policy.

Another meaning of the news is that our Marshall aid is a mightier weapon than its most ardent advocates had supposed. Italy's repentant Socialists last week called it "a reality which it is useless to fight as a principle." The documents which the Cominform and the rebellious Yugoslav Communists presented to a delighted West made it clear that ERP is already subjecting the Soviet Union to a double squeeze. Russia could and did require its impoverished satellites to reject any possibility of U.S. aid last year, but Moscow could not kill the lure of that aid. Still less could the Soviet Union, needing all that it can extract from the same satellites, provide substantial aid of its own. The consequences were apparent in the statements issued by the Central Committee of Marshall Tito's Communist party, which observed that Yugoslavia is open to cooperation with any country which will respect its independence (i.e., the U.S.) and subsequently remarked that cooperation with the Soviet Union implies help from the Soviet Union. Whatever else may come of the episode, these passages should provide instructive reading for the minority of Congressional Republicans who almost wrecked ERP a few weeks ago.

### The Inward Flow

This is not to say that we have our cue to take Tito into our Marshall bed. Brigadier Fitzroy MacLean in this issue of LIFE suggests that Tito's rebellion against the Cominform is a genuine nationalist manifestation. But our cue, at least for a while, is to look, listen and try to understand what is going on within the Communist family. For two reasons: 1) by the statements of his party spokesmen Tito is still a Communist at the head of a Communist police state, intent upon remaining willy-nilly within the Soviet front and perfecting a Marxist, anticapitalist society in Yugoslavia and the neighboring Balkans; 2) should he really be executing (with camouflage) a turn to the West, the silliest thing we could do at this stage would be to fling our money and friendship at his head, thus abetting the loyal Communists who are sworn to bring him to heel, and simultaneously offending the moral sense of Europe's anti-Communist libertarians.

In any event the successes of anti-Communists and the Communists' own in-fighting will be a blessing to the Russians if they lull us into a false sense of victory attained and cause us to relax our watch on Europe. One of the Soviet assumptions is that Western democratic capitalism is "a little pool drying inward at the edge," and the Communists will ceaselessly try to further that process. The events of last week suggest that the process may in fact work in reverse and that with ceaseless vigilance we may be able to hasten it. To be on the safe side our statecraft should assume that the battle for the soul of Europe will continue for a generation. And, since it is likely to go on for decades, our thinking about Germany and the Soviet satellites should be in the positive, dynamic terms of a West European federation that is capable of extension to the east as the Soviet pool itself dries "inward at the edge."



"-and Mmm-good!" say millions. TRY IT!
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Not long ago, jellied consommé was a specialty of fine restaurants, a rare and unusual treat known to a relative few. But more and more people tried it and liked it—until now jellied consommé is a favorite of millions, a regular summertime dish on family tables all across the country. And America's favorite consommé is Campbell's. Have you tried it—jellied to a cool, sparkling amber? You'll taste the deep flavor of beef. You'll notice how the flavor is pointed up by tomatoes, celery, carrots and paraley—all strained to a clear broth. It's no trouble to serve. Follow the directions on this page and on the label.

Campbelli, CONSOMMÉ





Any time after 4 hours, remove, open and heap the gleaming consommé in cups.



# Another CUE

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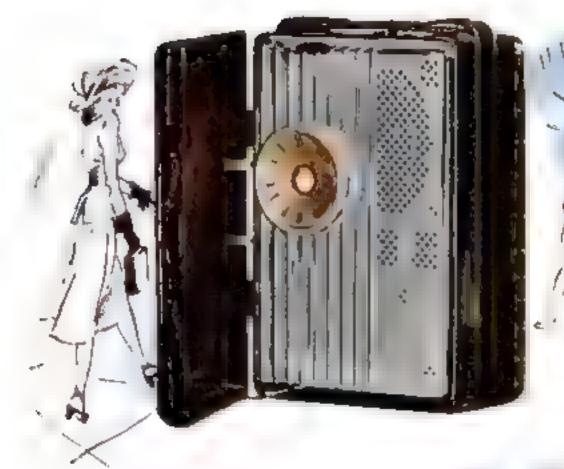
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Powerful

Extra range and power are yours with the "Globe Trotter," amazing sensitivity, plenty of volume even for outdoor dancing. That handsome case is lightweight aluminum and plastic with a special, weather-resistant finish on the aluminum. Plays on house current (AC-DC). Plays on its selfcontained RCA battery and turns on the second you lift the dial cover. It's a star performer with the marvelous tone of the

famous "Golden Throat." \$49.95\* less battery.

#### Pocket Size

Just 614 inches high, this tiny "Personal" gives you room-size volume. It's built like a fine camera, has rugged RCA batteries, tiny but sturdy RCA Victor tubes. Plays instantly when you open the handsome case, Choose vours in black, brown, red or ivory alligator-grained plastic! \$29.95\* less battery.



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Always buy RCA batteries . . . they're radio-engineered for longer life.

When you're in New York, see the india and electronic wanders at the RCA EXHIBITION HALL, Open free to all 36 West 49th Street, across from Endio City.

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Like all RCA Victor instruments, this stunning new portable is an outstanding value. It has fine volume and the glorious tone of the "Golden Throat." Plays on AC or DC house current or on its long-life RCA battery. Lightweightin durable maroon plastic with non-tarnish golden finished trim and a handsome saddle of smart luggage-type covering. It's a welcome companion at home or wherever you go!





ED RCA



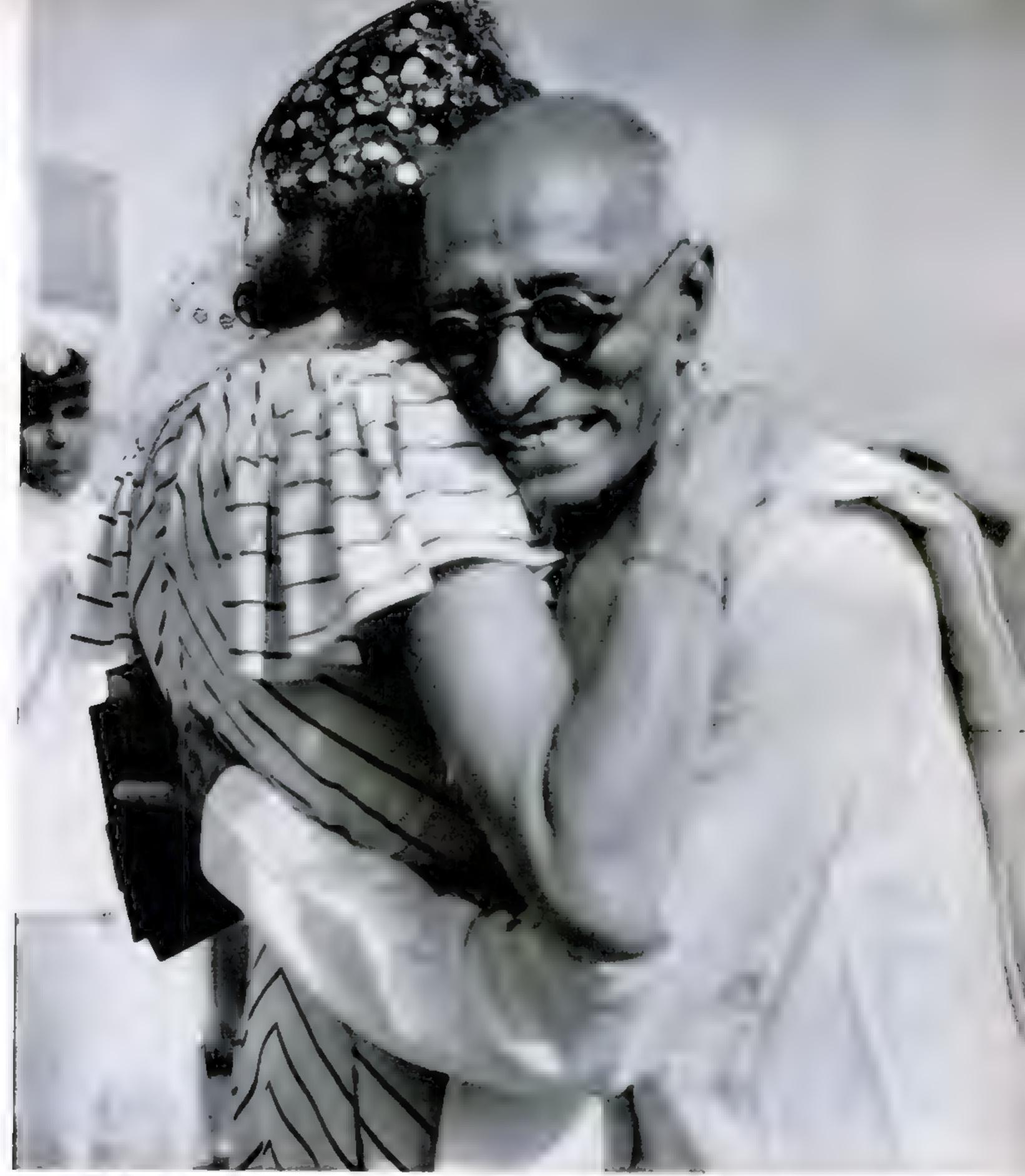
ONLY RCA VICTOR MAKES THE VICTROLA

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WITH TEARS IN HIS EYES INDIA'S NEW GOVERNOR-GENERAL EMBRACES COUNTESS MOUNTBATTEN JUST BEFORE SHE AND HER HUSBAND BOARD THEIR LONDON PLANE

# FAREWELL TO INDIA

Chakravarti Rajagopalachari cries in taking over from Mountbattens With a new government of her own already operating, India has waited impatiently for the departure of the last British-born Governor-General, Earl Mountbatten. But when it came time for the goodbys at the New Delhi airport last month, Chakravarti Rajagopalachari broke down and wept on Countess Mountbatten's shoulder (above). As the Dominion of India's first native Governor-General, old—C.R." (even Hindus find the full name too

much) suddenly was impelled to show the countess how much her friendly charm and the earl's earnest diplomacy had meant. C. R.'s first name means "emperor," but he brings the simple khaddar shirt and dhoti into an office famous for its pomp. Although C. R. will be a British figurehead, as an Indian who enjoys the respect of both Hindus and Moslems he may be helpful in resolving the differences that menace both India and Pakistan.



ON THEIR HOTEL BALCONY U.N. OBSERVERS WATCH THE ARMS-LADEN SHIP

## JEW FIGHTS JEW IN ISRAEL

#### Photographer records ill-fated Irgun landing

On June 22 the leaders of Irgun Zvai Leumi—the extremist strong-arm group which pays small heed to the orders of Israel's recognized government—these a singular time and place to try to land a shipment of weapons in Palestine. In the midst of the U.N. truce, and directly under the neses of U.N. observers sweating it out in a hotel on Tell Aviv's main bathing call, Irgun's alors groun ted a 5.500-ton ex-American laiding craft leated with arms, Immediately requiar Haganah triogs, honor board by the trace terms to repulse the lawling, took up pes tiens for a fight Meanwhile Photographer Report Capa took up his own position on the bal-cenvel II chapter and photographed this remarkable blow-by-blow account.



THE LANDING BEGINS when from troops wade ashore from an assault boat launched by the mother ship. In the foreground, confused flaganship did as high on-



BEACHHEAD IS ESTABLISHED be at la oven to know the first local of a new tes, who soon set up machine gun emplacements. Order to open fire has not yet been given.

AT THE END OF THE VIOLENT BATTLE IRGUN'S SHIP BLAZES FROM BOW TO STERN





THE SHOOTING STARTS when a second boatload of armed Irgunists comes ashore. As they race for cover a Haganah shell splashes a few feet from the bow of their landing craft.



HEAVY BOMBARDMENT by mortar shells rakes beach, Irgunists were protected by embankment, lost only six killed. Two Haganah soldiers lost their lives.

CREWMEN AND VOLUNTEERS TAKE TO THE WATER WHILE THEIR ILLEGAL ARMS AND AMMUNITION-REPORTEDLY ENOUGH TO SUPPLY 8,000 TROOPS-GO UP IN SMOKE



# 4 moments in the life of a choir boy!



MOMENT 1. Here's Richard Burke, time 1936. At 4 months, he was picked for a special test to see how babies thrived on Clapp's. His first solid food was iron-rich cereal, Clapp's Baby Cereal of course. So it's off to a healthy babyhood for Richard. Now see Moment 2!



MOMENT 2. Dick at 7½ months...well on his way to a normal babyhood. His Clapp diet is helping him add an inch and a pound to his health score every month. But it's doing more! The wide variety of Clapp's is helping his mother teach Dick the fun and adventure of trying new foods!



MOMENT 3. It months old and walking! That balanced Clapp diet provides vitamins and proteins for energy, good bone structure, and muscle-building. The picture proves that Dick is making continuous, favorable progress on his Clapp test-diet. But wait! The pay-off's in the next picture.



MOMENT 4. 14 years of age and he's shown (Dick's request) tying knots instead of singing in the choir, his other hobby. Mother, take note! Start your baby right now on Clapp's. We believe you'll be just as proud of him 14 years from now as Dick's mother is. Buy Clapp's today.

#### CLAPP'S BABY FOODS

THE FIRST BABY FOODS

**Product of American Home Foods** 



N 1844 CAMPAIGN PICTURE TOM DEWEY'S HORSESHOE POINTED DOWN

## OMEN FOR 1948

As the political campaign started in 1944, LIFE published a picture (above) of Candidate Thomas E. Dewey and Mrs. Dewey at the spring-house of their farm in Pawling, N.Y. Within two weeks more than 200 LIFE readers had bombarded Dewey with letters warning him that the horseshoe on the springhouse ought to point up. If it points down, explained a reader, "all his luck will run out." "Tell him to change that horseshoe—quick!" exclaimed another. But in the hustle and bustle of campaigning the horseshoe did not get changed. Last week Republican Candidates Dewey and Warren stood in front of the same springhouse (below) to open the 1948 campaign. Dewey told Warren the story of the horseshoe and pointed out that it had finally been changed. Warren quickly touched the horseshoe, smiled confidently and said, "This is it."



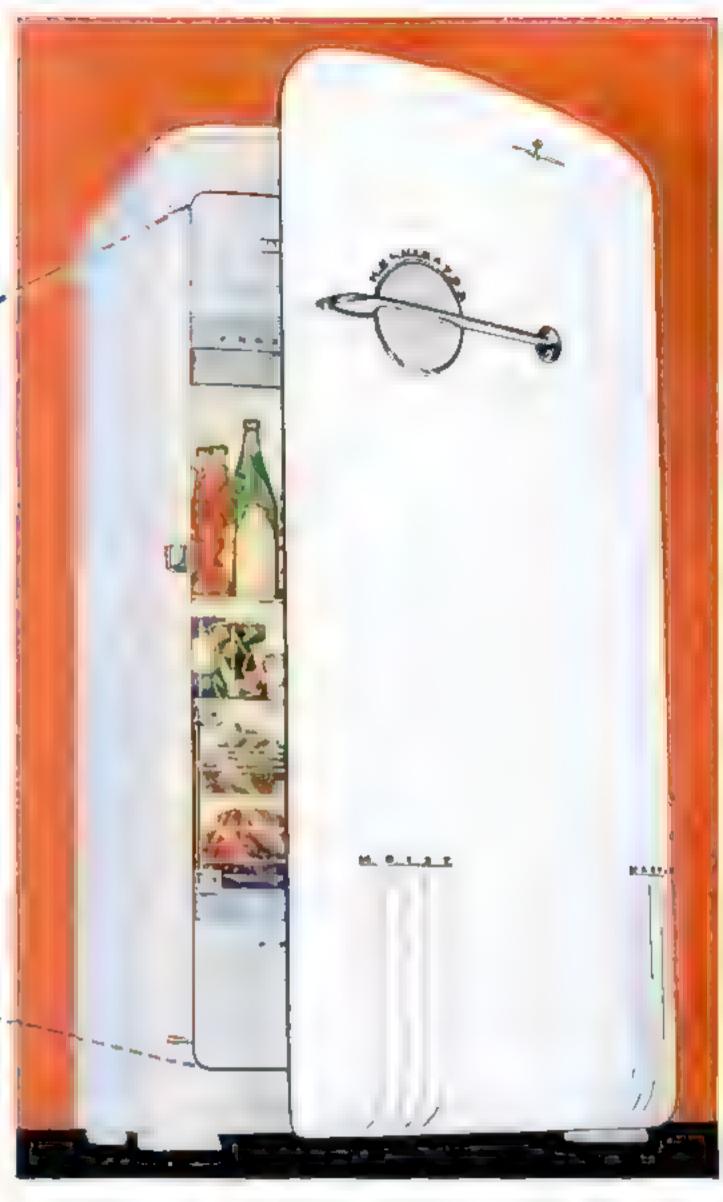
1 1948 CAMPAIGN PICTURE, DEWEY IS CONFIDENT, THE HORSESHOE IS L

# Refrigerated from Bottom.

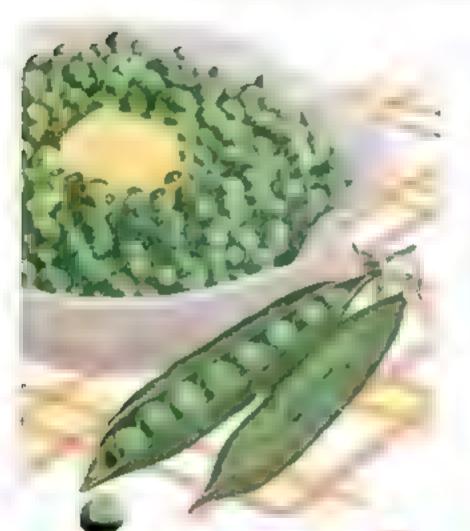


#### More Space Inside—No Bigger Outside

You're looking at a new kind of refrigerator! It's Kelvinator's amazing food-keeper that's completely refrigerated... all the way from the big Frozen Food Chest at the top, right down through the tilt-out Fruit Freshener. Here's more food space than you ever dreamed possible... 8½ cu. ft. within the shelf area, plus 1½ cu. ft. utilized by the refrigerated Fruit Freshener. Yet with all this storage inside, it takes no more floor space than refrigerators of much smaller capacity!



This Masterpiece refrigerator is temperature-guarded by the Kalvinstor Polarsphere that's totalin-steri and permanently lubricated, famous America over for dependable service and pomy-plaching reconomy. See the complete line of these beautiful new Kelvinstors, priced for every budget at your Kelvinstor dealer today! Kelvinstor, Davisson of Nash Kelvinstor Corporation, Detroit, Michigan.



FIRST

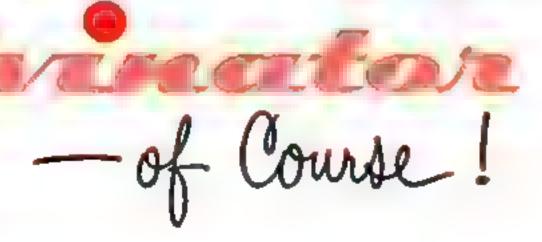
EVER!

#### Frozen Food Chest Holds 50 lbs.

Look! At the top is the big Frozen Food Chest with ample room to keep a generous supply of wonderful frozen foods on hand . . . plenty of ice cubes, too. Lets you feast year 'round on whatever your appetite dictates . . . peaches in December, oysters in July, or corn on the cob in February! You'll eat like a king . . . with economy . . . with this big Frozen Food Chest right in your new Kelvinator.

Cold-Mist Zone Keeps Foods Fresher

Yes! Refrigerated top-to-bottom, the new Kelvinator uses a special kind of cold for each type of food. Balanced cold in the general storage compartment for your day-to-day foods. And the supermoist cold in the Cold-Mist zone keeps salad greens, vegetables, pastry and even uncovered leftovers fresh and tasty for days longer.



#### New Refrigerated Fruit Freshener

The greatest improvement in years! — Kelvinator's newest exclusive, the Fruit Freshener. Cold-Mist refrigerated, too, it's the perfect place for all your "roll-y" fruit, vegetables or bottled beverages. Keeps them taste-tingling cold...releases as much as a shelf and a half of storage space above for your everyday foods!

# Its Apple Pietime

How to make the apple pie of your eyein half the time—with Apple Pyequick AND PIECRUST MIX-



# all over America!









WINESAP YELLOW NEWTOWN

ROME BEAUTY

**JONATHAN** 

#### THESE ARE CHOICE APPLES FOR APPLE PIE

WHAT MAKES A GOOD PIE APPLE? Experts look for just the right tartness and firm flesh that won't get mushy when cooked. Naturally, the varieties pictured above are not always in season, but in Apple Pyequick you can count

on getting an ideal combination of choicest pie apples any time of year. Apples selected for Apple Pyequick are picked at the moment they are fully ripe and exactly right for pies. And what becomes of these perfect pie apples? Look . . .



EMPTY THE PYEQUICK APPLE CARTON into a bowl. There are your apples, peeled, cored, sliced, ready to use, and—because of the unique vacuum-drying process—still crisp, still fresh-flavored! Prove it—pop a slice in your mouth.



"I NEVER WOULD HAVE GUESSED an apple pie in a package could be so good," writes Mrs. Emil Erickson, prize-winning pie-maker of Kankakee County, Itamos Expert pie-bakers—and beginners, too—all go for Apple Pyrquak.



WHICH PIE is WHICH? Bet your family can't tell the difference between your own best apple pie and the pie you make the quicker, easier way with Apple Pyequick. Just for fun, try a blindfold test next time you're baking for a crowd.



KEEP AN APPLE PIE IN YOUR CUPBOARD! All the fixings (except sugar) come in this one handy package—ready whenever you have a hankering for good apple pie. Quick! Pick up a package of Apple Pyequick at your food store.





#### Psst! It's made with the wonderful cooking sauce from California!

This delicious dish costs very little—and takes only a few minutes to make!

The secret, of course, is the Hunt's Tomato Sauce.

Hunt's is all tomato. Already simmered down for you. Already seasoned and spiced. All ready for you to use!

Try Hunt's for this honey of a recipe. And for stews, sea food, spaghetti, gravies, and rice dishes. Your grocer has Hunt's Tomato Sauce for only a few cents a can.

Get six cans at a time!

Get best

Hunt Foods, Inc., Los Angeles, California . . . Hunt's Fruits . Vegetables . Tomato Products



## DIVING SCHOOL

Students spend weeks under water learning skills of a tricky trade

The ungainly object shown above shooting up out of the water like a breaching whale is a student learning how to be a deep-sea diver at the Sparbing School in Wilmington, Calif. He is practicing the "blowup," a tricky means of rapid ascent that divers sometimes use to free themselves from mud or escape a nosy shark. Sparling, the only commercial diving school in the U.S., has 80 students, mostly veterans, who spend 20 weeks learning how to

handle themselves at depths up to 300 feet. To enter the school they must be calm, intelligent and physically fit. To graduate they must learn every valve and vent in their heavy costume, know how to work in muddy darkness, keep lines clear, dynamite, weld, air-blast and take care of themselves in any underwater emergency. From the course they will graduate into an exclusive profession where an expert diver can earn as much as \$200 a day.





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**GIVES YOU** 

# Soft-Water Shampooing

#### **EVEN IN HARDEST WATER**

It's the newest Toni discoveryand it's wonderful! "Soft-water shampooing" with new Toni Creme Shampoo. An amazing new kind of shampooing that brings out all-yes, all the shimmering highlights, all the glorious natural sheen of your hair. For "soft-water shampooing" gets your bair cleaner, shinier than any soap or soap shampoo you've ever used.

Toni Creme Shampoo bursts into creamy, Lanolin-enriched lather-that rinses away dandruff instantly. Leaves your permanent so soft, so smooth, so easy to manage. Today, enjoy "softwater shampooing" even in hardest water. Get Toni Creme Shampoo in the handy tube or jar.





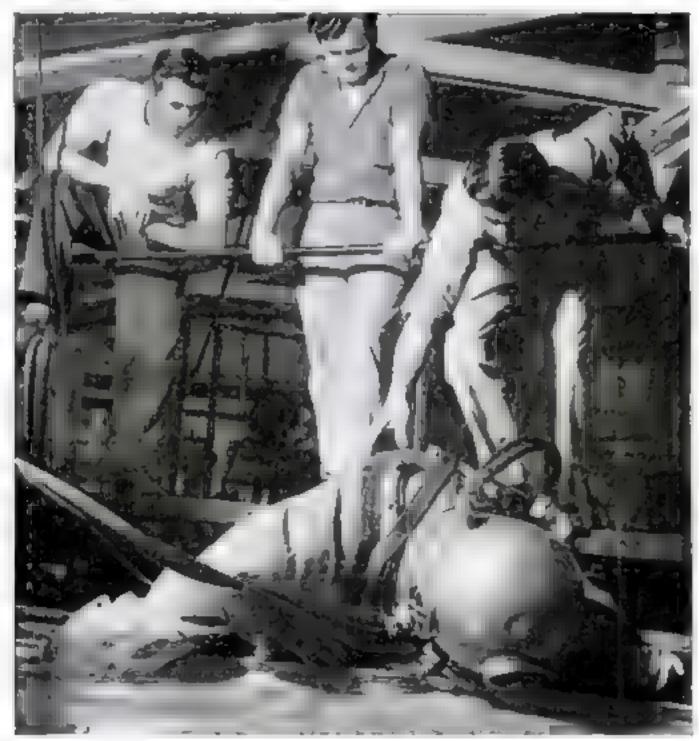
IN THE SCHOOL'S MAIN CLASSROOM IS THE PRACTICE TANK WHERE THE



TALKING UNDER WATER, instructor (nght) presses his face-plate against the student's helmet, shouts directions. To look around diver turns his head within fixed helmet, which has vision ports near the top and on both sides.



STUDENTS LEARN TO WALK, WELD AND TIE KNOTS IN MUDDY WATER



CLIMBING OUT OF TANK, floundering student clumsily tries to haul himself backward onto platform. Usually assistant will help him out of the water, but all students must learn to get out by themselves in case of emergency.

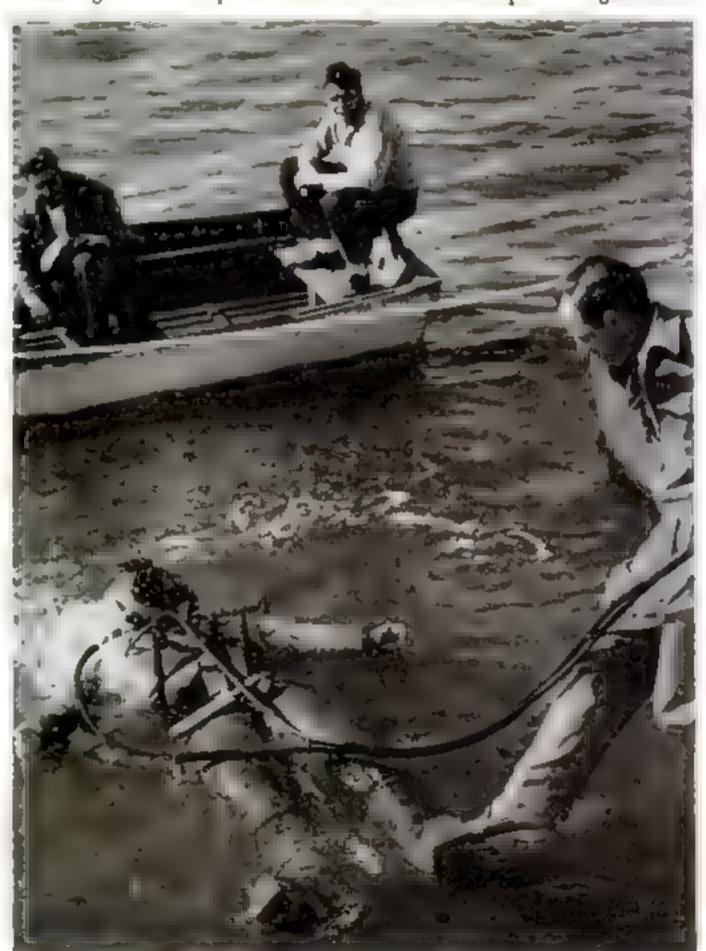




100% NEUTRAL SPIRITS DISTILLED FROM GRAIN - GORDON'S DRY GIN CO., LTD., LINDEN, N. I.



READY TO GO, the diver checks his air flow by turning a valve with his left hand, staggers heavily toward diving platform. His helmet, rubber suit and shoes weigh about 115 pounds. He wears a knife and 85-pound weighted belt.



FLOATING HELPLESSLY after "blowing up," diver is towed to the diving platform. If he has blown himself up from any great depth he will have to be rushed to a decompression chamber to equalize the rapid change in pressure.

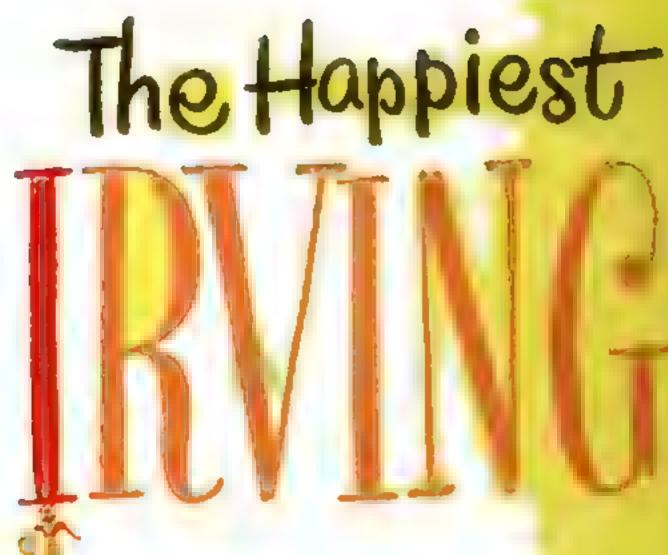
Let others claim the moon Old Gold Gold delivers

worlds of pleasure



For a Treat instead of a Treatment. treat yourself to OLD GOLDS

Copyrishind materi



starring

# JULIA GARLA

IAWROND. MILLER

color by echnicolor

Original Story by FRANCES GOODSICH and ALBERT HACKETT



Chow.

# FRED ASTAIR

#### HEAR 17 OF IRVING BERLIN'S GREATEST SONGS

including such hits as

- "Easter Parade"\*
- "Steppin' Out With My Baby"\*
- "It Only Happens When I Dance With You"\*
- "Better Luck Next Time"\*
- "A Fella With An Umbrella"
- "A Couple Of Swells" -

\*(Available on M-G-M Records)

racted by

Produced by

IRVING BERLIN - ROBERT ALTON - CHARLES WALTERS - ARTHUR FREED

A METRO - GOLDWYN - MAYER PICTUR

# Pantry-Shelf Meals cost so little!



Vienna Sausage 'n' Solod Mounds I Here's suppermaking made easy—on you and on that meat budget of yours, too! Shape your favorite potato salad into little individual servings—then circle the platter with mounds of Armour Star Vienna Sausages. These little smoky-fiavored, skinless frankfurters are just two-bite size—and plump with selected beef and pork! Serve 'em chilled—or piping hot if you prefer. Garnish the platter with bright red radish roses.



Choose Troots! Get credit for being an out-of-thisworld cook with this heavenly meal! Treet, Armour's wonderful blend of tender pork shoulder and sugarcured ham calls for hallelujahs every time you serve it this easy way. Place lightly fried Treet on toast buttered or margarined before toasting—add strips of Cloverbloom American Cheese. Just 3 minutes after it's put under moderate broilet heat, dinner's ready! And, remember, Treet treats your meat bill right!



Quick-Broiled Hash Slices! Men all are alike in liking Armour Star Corned Beef Hash—particularly when it's served as differently as this! Slice the contents of 2 tins into 6 thick rounds—broil'em for 10 minutes—and then round out the meal with chili sauce and stacks of fresh green onions! It's such a good dinner—the extra-tender beef brisket has such flavor and the potatoes stay firm and white! And it's so economical—just what the budget ordered!





## CHIEF CRAZY HORSE

It will take 30 years to blast big statue of man who beat Custer

In the Black Hills of South Dakota, about 10 miles from Gutzon Borglum's Mount Rushmore memorial, Sculptor Korczak Ziolkowski has begun work on an even larger sculpture-a 500-foot figure of Crazy Horse, the Sloux chief who overwhelmed General George Custer at the Little Big Horn in 1876. When and if the work is completed Sculptor Ziolkowski estimates that it will take 30 years and \$5 million worth of blasting and pol-

ishing-it will be the largest statue in the world. On hand to wish Ziolkowski well as he began his gigantic task was Chief Henry Standing Bear, who first proposed the idea. Also on hand was the Noah Webster Fife and Drum Corps (next page), a modest organization which stars Ziolkowski's motherin-law. While he blasts away at the top of Thunderhead Mountain from now until 1978, it will provide a helpful accompaniment in the wilderness.

# What's <u>really</u> inside the new U.S. Royal Golf Ball?



THIS IS WHAT: Something new that Golf Pros and players are raving about . . . the Silicone "Magic" Center...the liveliest center we've ever put in a golf ball.



We started with the theory that you can't get more golf out of a ball than is put into it. We came up with the Silicone "Magic" Center (a U. S. Rubber development using General Electric silicone). Electronic Winding holds this extra power under always-perfect tension. This ball likes the long fairways... yet gives you great sense of controllability on the shorter shots, and a true putt for the cup. It's yours, for better golf. Play it!

## U. S. ROYAL

Golf Balls

BLUE for championship and

RED for greater durability—and distance too.

Sold only through
Golf Professional Shops

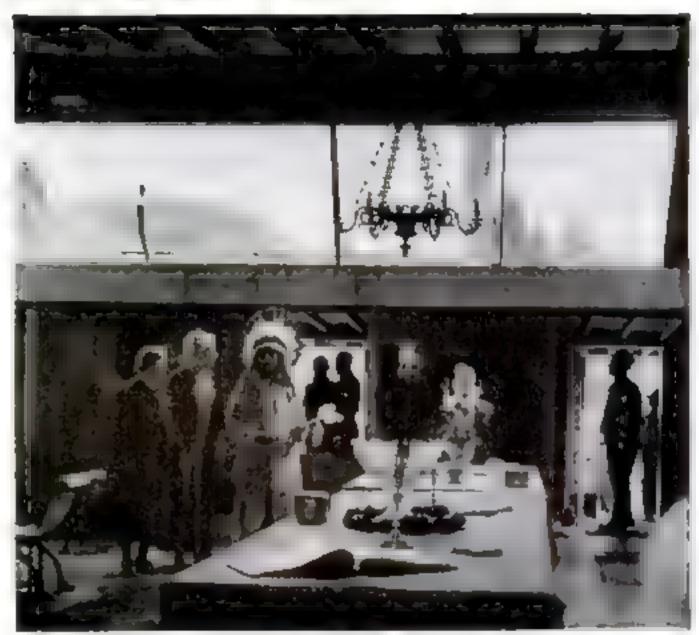
\*

U, S. True Blue and U. S. Three Star at leading Sporting Goods Dealers





#### Chief Crazy Horse CONTINUED



ZIOLKOWSKI'S STUDIO at the foot of Thunderhead Mountain contains a huge window through which visitors can comfortably watch work in progress.



DEDICATION CEREMONY is held near the mountain. South Dakota's Governor George Mickelson is surrounded by old Sioux just beneath model.



NOAH WEBSTER DRUM CORPS sounds off at the dedication. In the second row of fifers, wearing a cowboy hat, is Sculptor Ziolkowski's wife Dorothy.



"Just what we've been waiting for"...

That's the hearty greeting folks give Mount Vernon these days—for a doubly sensible reason.

This world-famous brand is blended to new standards of smoothness and lightness to please the modern taste for mildness.

And to go with this fine whiskey's delicious taste is a new low price—cheerful combination!

Have you uncorked the good news called Mount Vernon?

86 Proof—72½% Grain Neutral Spirits.
National Distillers Products Corp.,
New York, N. Y.







PETTICOAT of sheer nylon is trimmed at hem with nylon eyeset embroidery. By Sean prine, it is \$7.95.

# Summer Lingerie

# NEW STYLES ARE PRETTY AND COOL

The three girls on the beach on the opposite page are not likely to go much nearer the water than they are, for their brightly colored paids are not swimsuits but bran I new rotton underwear. Introduced by B. Adman, they are typical of the latest trend in light, colorful lingeric for hot summer wear. Even bigger news than these colorful pants is the write-pread ascollavion for slips, nightgowns potticouts and bras. This material is so light that a nightgown weighs less than had an ounce, and so sturdy and easily washed that a girl can travel all summer with just one pair of pants, a slip and a nightgown.



FLOW ERED PRINT on sheer nylon gives an evening- lress look to Van Raalte gown priced at \$18.95.



NYLON NIGHTGOWN labeled Dream of Love" has a ruffle of avion net and a matching stale, Gown

can be washed and dried as quickly as a pair of stockings. Vanity Fair prices it at \$19,95, \$30,90 with stole.



# get faster, closer electric shaves

WITH AMAZING PREPARATION

Even on sticky, perspiry days, you can enjoy a new high in performance from your electric shaver—with Lectric Shave. More than 95,000 men tested this remarkable liquid discovery—4 out of 5 of them became enthusiastic users.

Lectric Shave helps you get longerlasting, quicker, easier shaves with any electric shaver. Just spread a few drops on your face before shaving. It gets rid of shaver-clogging perspiration, smooths the skin, saves precious minutes. It conditions face and beard for closer, more comfortable shaving.

FREE. We'll send you a generous bottle of Lectric Shave—enough for 30 shaves—absolutely free. Just send your name and address to The J. B. Williams Co., Dept. LE-13, Clastonbury, Conn., U. S. A. (Offer good in U. S. A. and Canada only).

### Can cut electric shaving time in half



"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," reports F Ensminger, Jr., Newark, N. J.



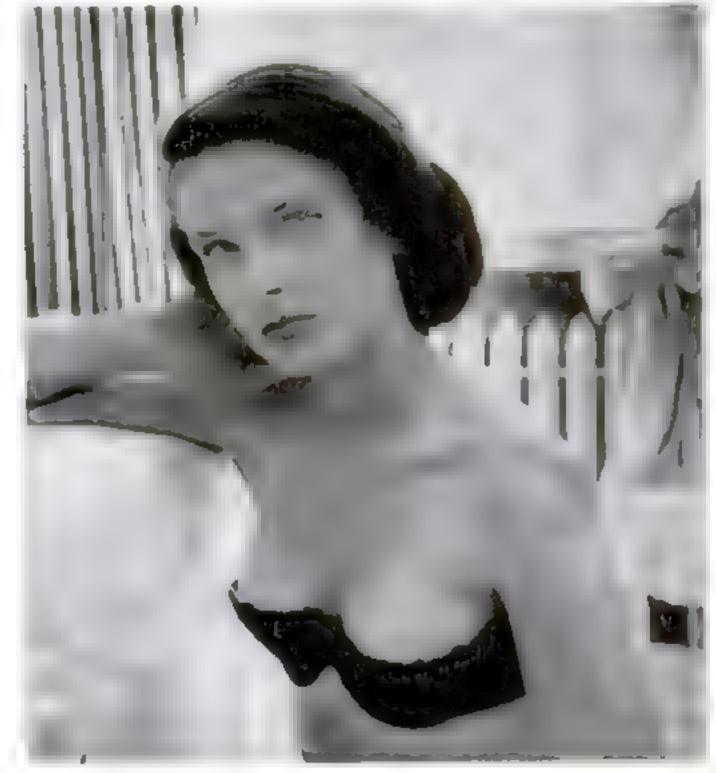
"I make a hig saving in shaving time with Lectric Shave," says George Weaver, Jr., Orlando, Flo. "And there's no shaver pull or arritation."



"I learned how really quick and comfortable electric shaving can be when I started using Lectric Shave," writes J. B. Wines, Elko, Nev.



FILMY NIGHTGOWN made of two layers of nylon net by Extacee weighs exactly 5/16 ounce. The layers are of different colors and blend into one tone.



STRAPLESS HALF-BRA was engineered by Marja from nylon satin to give sturdy support and still be worn with a plunging neckline. The bra retails at \$5.

# Your camera becomes a "color camera" when you load it with a Kodak color film

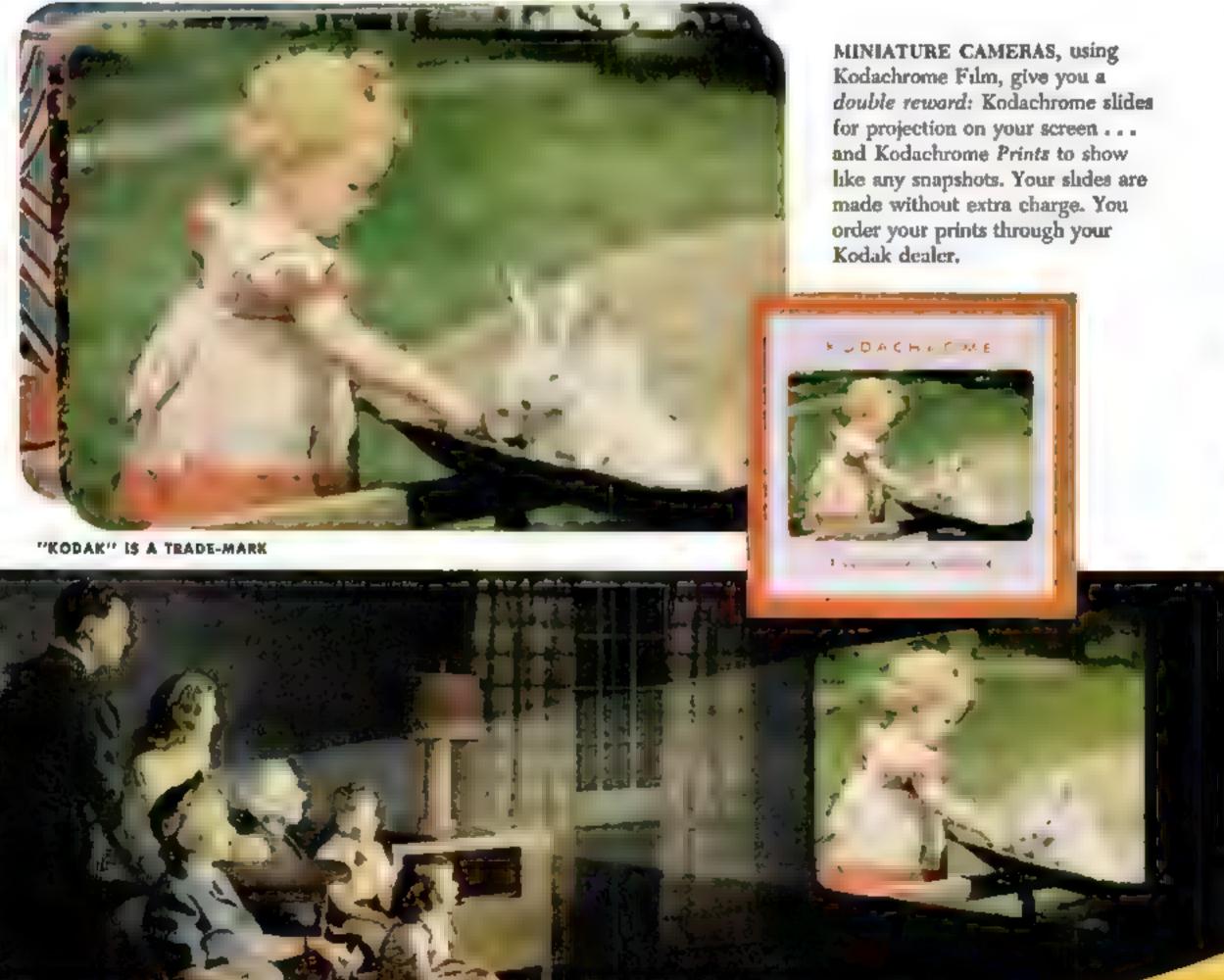


Snapshots or movies in full color are about as easy to take as black-and-white—the "magic" is in the film. What film for your type of camera?—the answer is on this page. Your Kodak dealer will answer other questions, and give you helpful leaflets... Although Kodak is making more and more color film, the supply has not yet caught up with the growing demand ...

Eastman Kodak Co., Rochester 4, N. Y.

#### It's Kodak for Color

MOST ROLL FILM CAMERAS—including the Brownie—use Kodacolor Film. Just turn your exposed film over to your Kodak dealer for finishing. You'll receive your color negatives, and as many full-color prints as you order.





HOME MOVIE CAMERAS use Kodachrome Film . . . and from the moment movie makers saw their first full-color movies, there was no question in their minds about the future of color photography. This was it!



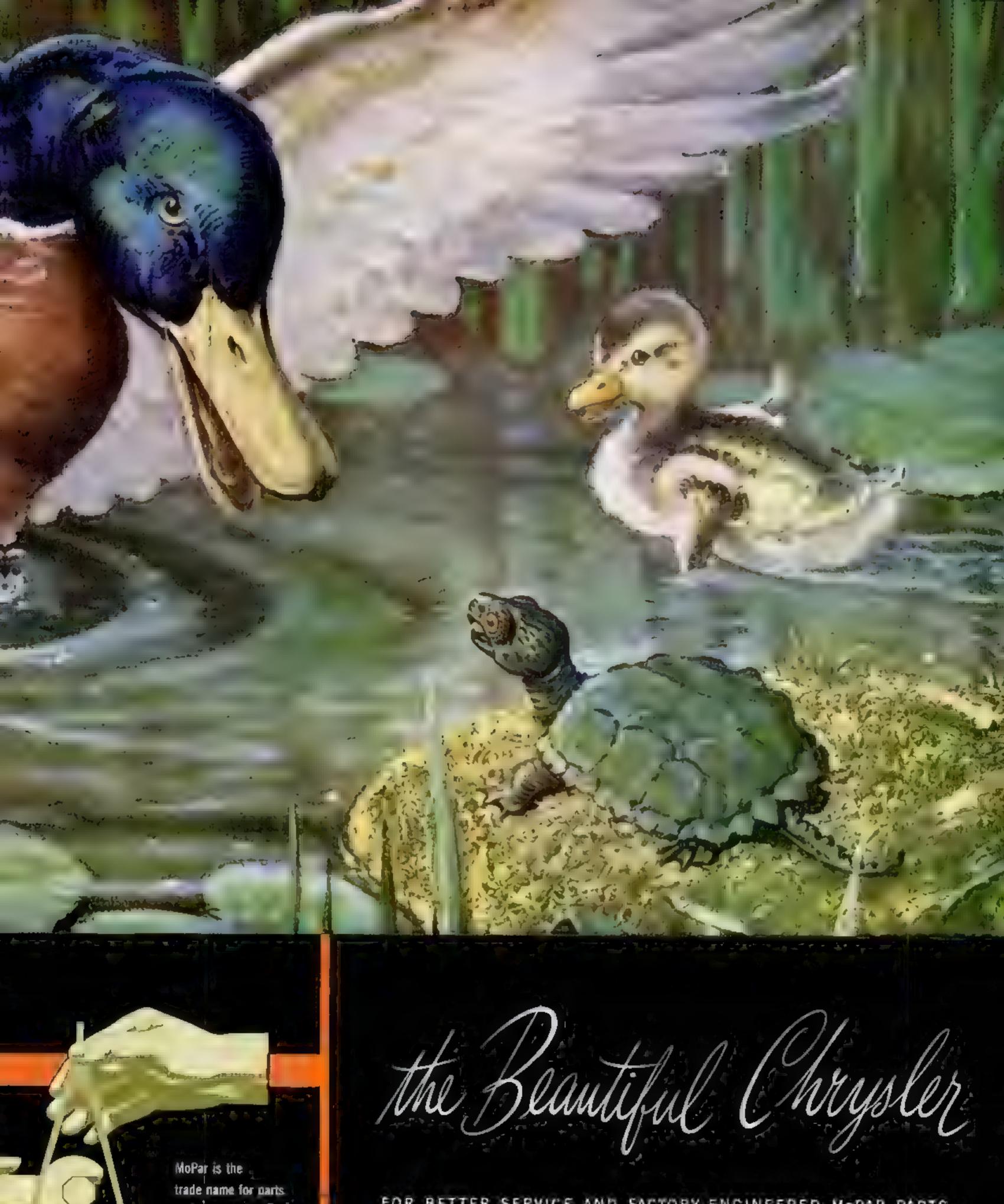


## We aim to take care of our own...

Whether yours is a broad of ducklings or beautiful automobiles, you feel the same about looking out for your own. It's what makes us feel so strongly about helping you to care for your Chrysler. Your Chrysler dealer trains his men to share his pride and ours in the safety of your beautiful Chrysler. They make sure you get every ounce of protection from the great safety features pioneered by

Chrysler .... the Safety-Level Ride, the Chrysler Safety Rim, hydraulic brakes, and the others. They give you only MoPar replacement parts, factory-engineered and tested for Chrysler cars. Throughout the country, Chrysler dealers see to it that service ranks high among the extra satisfactions that make it such fun, and so very safe to own and drive the beautiful Chrysler.

Melerie



trade name for parts
and accessories,
factory engineered
and tested
for all Chrysler
Corporation cars.

FOR BETTER SERVICE AND FACTORY ENGINEERED MOPAR PARTS.
TAKE YOUR CAR TO YOUR CHRYSLER-PLYMOUTH DEALER

🖨 1946, ФИЙУБЦЕЙ СВЯР.



### What's your dream of a pipe?

Meerschaum, briar, 'cob or clay . . . no single type of pipe best fits the personal tastes of all pipe-smokers.

Among different whiskies, too, none tastes best to everybody. That's why you alone can decide if the subtle difference in Hunter's flavor will necessarily make it your favorite.

Because your own taste—not our claims—should determine your choice, we simply suggest you try Hunter. For thousands of men who have tried Hunter once have liked it instantly . . . and today prefer it to all others.

### HUNTER

**SINCE 1860** 

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS



WITH HER FEET HOOKED FIRMLY INTO THE SULKY STIRRUPS, 65-YEAR-OLD MRS. FORREST BURRIGHT STARTS OUT ON ONE OF HER SIX PRACTICE RUNS A DAY

# "QUEEN OF RACING"

An Illinois grandmother has lived with trotting horses for 65 years

Surty-five years ago the little woman pictured above was born in the infield of a race track. She has rarely been off the track since. Today, twice a grandmother, Mrs. Forrest Burright not only spends 18 hours a day training and driving trotting horses at Chicago's Maywood Park, but she spends the night in one of the barns, with her husband in the next stall. Mrs. Burright has already driven in 26 races this year, a record equaled by

few of the men at her track. Furthermore, in more than half of them she has finished in the money.

Mrs. Burright has always been an avid horsewoman, even when rearing her seven children. "I would raise a baby or two," she explains, "then go back and race some more." As a natural result of her love for the sport, two of her children are drivers. But, claims Grandmother Burright, "I can still race both of my kids right into the ground."

#### FOR BEST RESULTS:

# shave with Barbasol



#### Your face will make more friends

They judge you first by your face. Keep it smoother and cleaner with Barbasol. Enjoy much *closer* shaves, with *comfort*. Unlike soapy lathers, Barbasol's special ingredients tame wild beards without removing natural skin-oils. So Barbasol leaves your skin smooth and flexible; not tight, dry or sensitive. Barbasol magically soothes sunburn, too. Just TRY it!





#### "Queen of Racing" CONTINUED



BURRIGHT FAMILY talks horses outside Mrs. Burright's stall at the race track. Daughter Joyce (left), son Darrell (rear) and husband are also in racing.



FAVORITE HORSE, Puzzette, is walked by Mrs. Burright after morning workout. The horse was named after daughter Joyce, whose nickname is Puz.



AT HALFWAY MARK in the ninth race on her birthday last month Mrs. Burnight leads field with the favorite, Ulrica, But a long shot came up to win.

CONTINUED ON PAGE 67

# Lovely hair deserves fine care



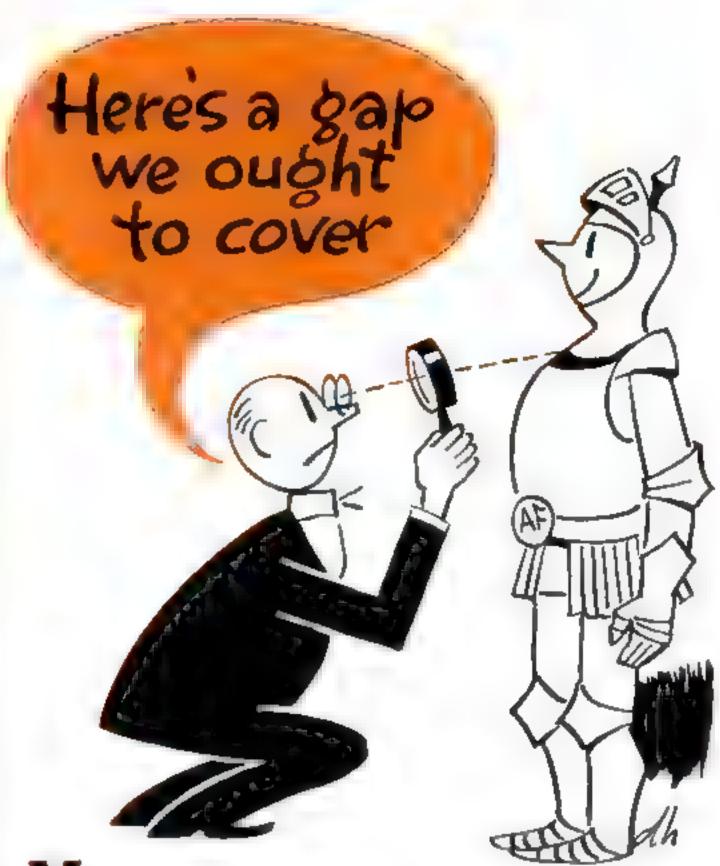




AT BIRTHDAY PARTY given for her by other drivers under the stands at Maywood Park, Mrs. Burright cuts cake topped with horse and sulky driver.



ON THE RAIL, stop watch in hand, Mrs. Burright clocks one of her horses. The whip belonged to a son who was a jockey until he was killed in racing spill.



# Your local insurance agent can fit you with tailor-made insurance 'PROtection

by don herold

You would not send to a mail order house for a suit of armor. Nor would you buy the pants, vest and coat at different stores.

You'd want a local expert to build the whole auit, so you'd have no gaps and no rubs to raise blisters.

Modern insurance is armor against the perils, losses and lawsuits of today's precerious life.

Your local insurance man can size up your insurance needs to a "T." He can inform you of the improvements that have come to modern insurance protection. He can suggest combination coverages to save you money. He knows companies better than you do, and can

choose the strongest. He does not sell—he BUYS in your behalf. He can give you real \*PROtection (professional protection).

An America Fore agent represents fine companies that can insure you against many losses caused by fire, theft, accident, catastrophs and lawsuits. He can protect your house, car, property, person and purse.

Your local agent or broker is a neighborhood businessman, with git-up and go. He's an exponent of American ideals—of free enterprise and of success by serving.

Confide in him. Let him fit you with a full coat of \*PRO-tective insurance armor.

To locate a nearby AMERICA FORE AGENT . . . Call Western Union by number and ask for Operator 25





"our customers keep coming back...
we give 'em clean, safe





"Curb service sure keeps you hopping. But it's easier since we use Dixies. I don't have to stop to see if a Dixie Cup is clean. It always is! No other mouth has ever touched it! Drinks even taste better when you know the cup is clean."



GREEN VAPOR ESCAPES THROUGH DOOR OF FURNACE AS WORKER CHECKS CONDITION OF STEEL INGOT BEING HEATED FOR FORGING

# Cyclotron Magnet

#### Huge ingots are forged for a delicate precision instrument

At Bethlehem, Pa, highly skilled steelmakers have successfully completed one of the weightnest projects they have ever tackled—the forging of a 2,200-ton evelotron magnet for the University of Chicago. This staggering assignment pointed up a seeming paradox of current atomic research; the most delicate experiments often require the most ponderous equipment.

For their new evelotion the University of Chicago physicists required a magnet big enough to generate 400 million electron vidts and to accelerate atomic particles to a speed of 160,000.

miles a second. It was up to the steelmakers to produce its massive frame and poles. To do the job they had to east 24 huge steel ingots, some of which weighed as much as 230 tons and were among the largest ever made.

In the casting of each of the larger ingots 300 tons of steel had to be browed to a white heat of 2.900° F. The molten metal was then poured into a mold and permitted to cool. After the ingot was taken from its mold, it was placed on a flatear and pushed into another furnace where it was slowly heated for two days until the met-

al became soft and phable. The steel makers kepta close watch on the furnace (above) during this critical operation and at the proper time took the yellow-hot ingot out and carried it by crane to a press where it was shaped to the desired proportions. After the forging four of the 24 bars were cut in half to produce smaller sections, bringing the total number of magnet parts produced to 28. The Bethlehem workers were dealing with ingots as log as Sherman tanks. Yet they ended up with steel members which in some instances were accurate to .015 of an inch.



230-TON INGOT, glowing vellow after being heated to 2 300° F, for two lays, is removed from a brick furnace to be forged into a rectangular beam. In foreound at left a steel helmeted workman signals a grane operator to bring down a

large chain sling to lift the ingot from the flatcar on which it was pushed into and out of the furnace. Debris around the ingot consists of oxidized iron scales which sloughed off the huge steel bar, and fire bricks used to insulate the flatcar during



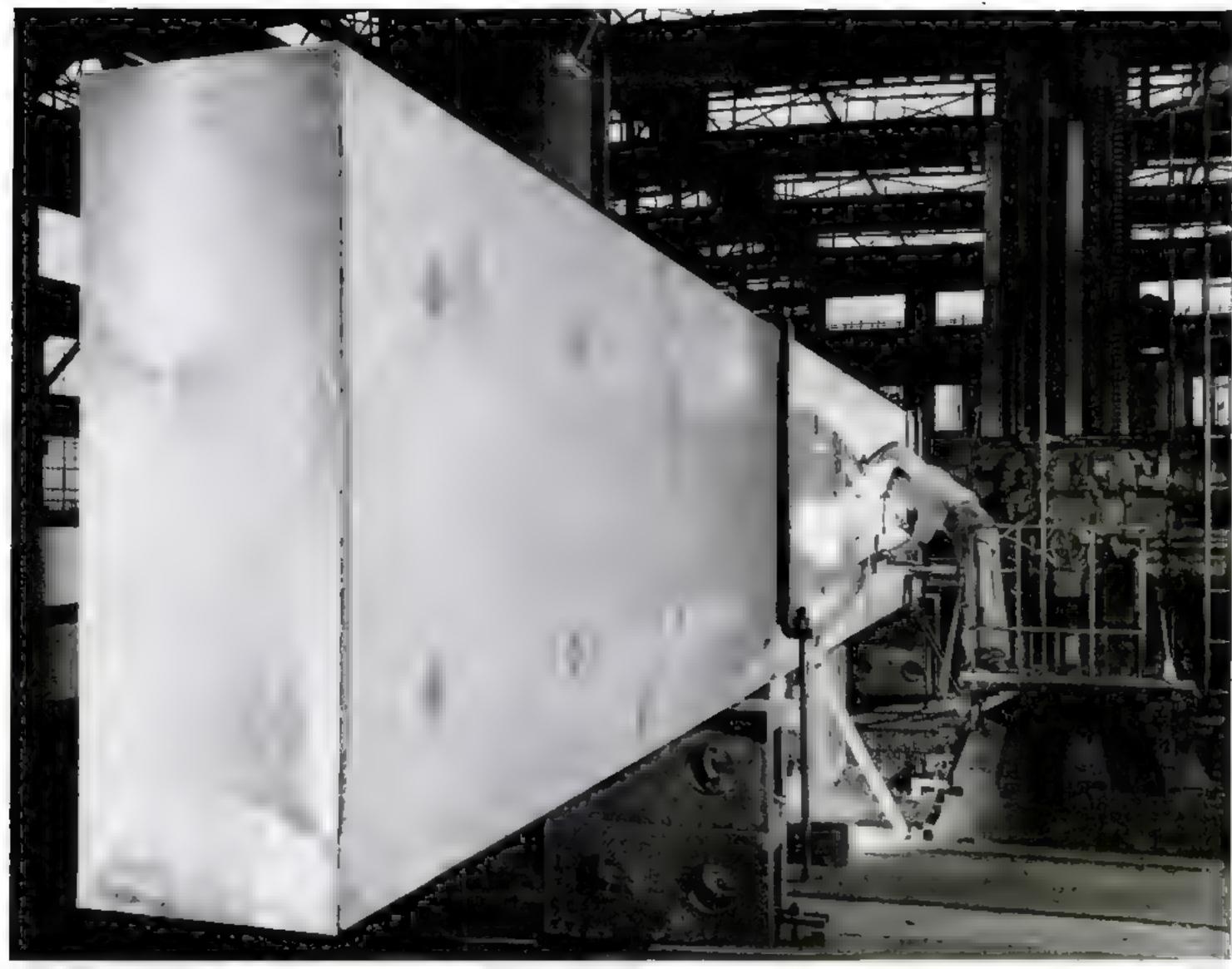
the heating process. Ingot was cast in this round, corrugated shape to give it a greater cooling area and to farilitate forging. Now that it has been heated to plastic condition, it will be taken to a 7,500-ton press which will block it into a rectan-

gular form. In the press ingot can be worked for about three hours at a time before it becomes too cool for further shaping. It is then sent back to the furnace for reheating. Ingot above required two heatings before the blocking jol was fin shed.

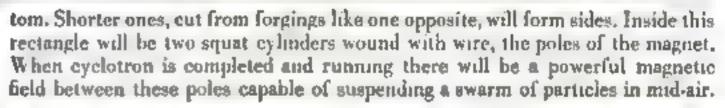


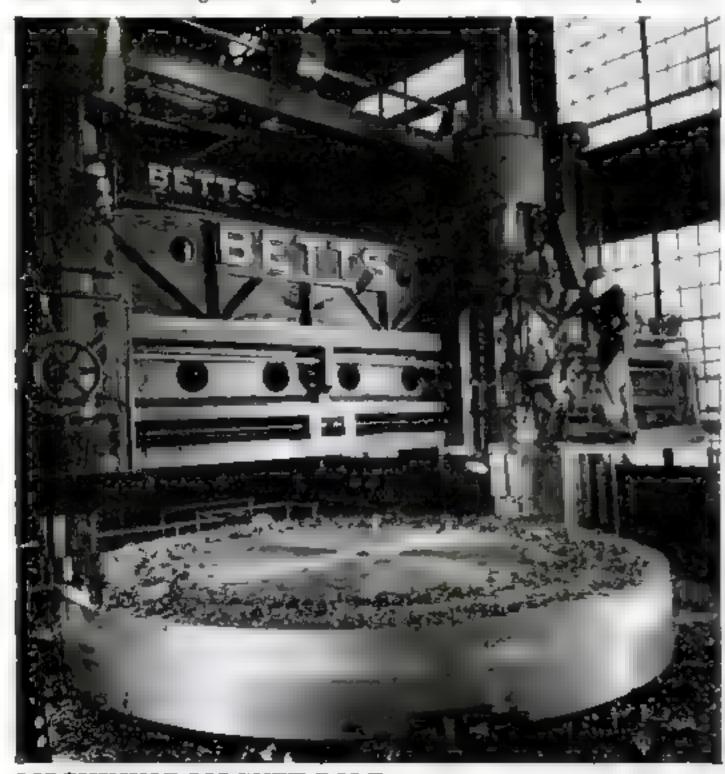
THE FORGED BEAM gives off a shower of sparks as worker, wearing an ashestos suit and a head shield, levels out the far end of the huge steel bar with

after being machined to a fine timely, win or one and a sequence of the feet as



FINISHED BEAMS have holes drilled so they can be assembled to form the framework of the magnet. The frame will be a gigantic rectangle 31 feet long and 21 feet high, like one shown below, at right. Its top will be composed of eight steel beams belted together side by side. Eight more beams will make up the bot-





MACHINING MAGNET POLE takes three weeks as the slahs which make it up have to be accurate to .015 of an inch. Poles weigh 350,000 pounds.



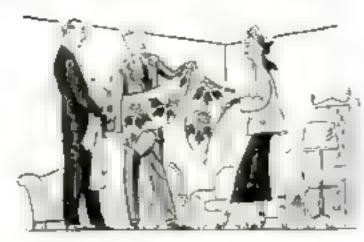
MAGNET FRAME like Chicago's is shown at Columbia University. Particles between poles will be accelerated so they spiral almost at the speed of light,

## TRIPLE BONUS FLUORESCENT

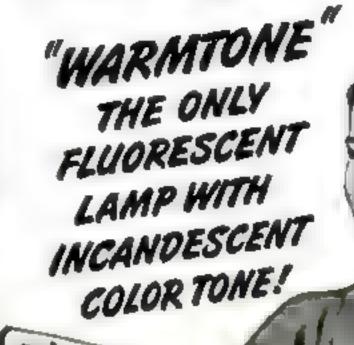
MORE LIGHT! @ LONGER LIFE! @"NEW COLOR!



AT HOME. "WARMTONE" is flattering to flesh tones, kind to colors. Complexions look softer, furnishings richer, Food appears more appetizing.



IN STORES. Goods displayed under "WARMTONE" will look the same at home because it gives the same rich color tones that light your house.

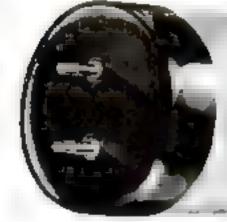


Only Sylvania brings you these great improvements!

- You get far more light than you've ever had before!
- Your Sylvania fluorescent lamps last much longer!
- You get "WARMTONE"—first fluorescent lamp giving the
  warm familiar color
  tone of an electric
  light bulb!

These and many other achievements are due to Syl-

vanta's engineering leadership and constant high standard of quality. Sylvania is "America's Lighting Headquarters!"



3 20 W WARMTONE

# Photofish Fluorescent Fluorescent Fluorescent Fluorescent Lamps Television Tubes Radig Tubes

# HANDIEST BUY IN BULBS "Handy-5-Pack"



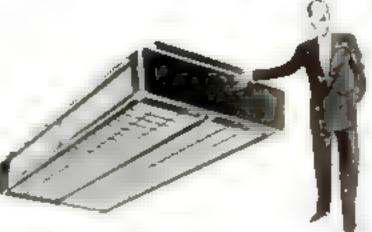
Sylvania packs bulbs for your extra convenience and safety.

Handy-5-Pack is handy, safe to buy, carry, store, use. Costs you nothing extra.

You'll find Handy-5-Pack on sale at better stores in your locality.

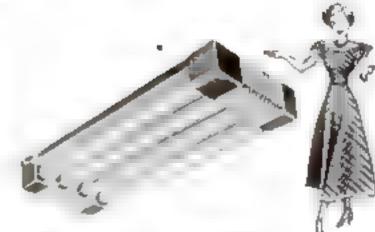
Sylvania bulbs are products of a company with vast experience in all phases of electric lighting.

Sylvania Electric Products Inc. Executive Offices: 500 Fifth Ave. New York 18, New York



COMMERCIAL FIXTURES

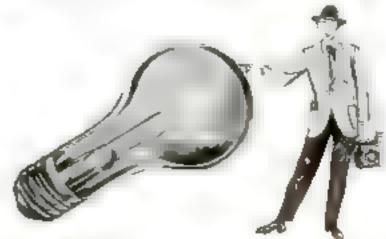
A complete line. Designed for beauty. Engineered for long, trouble-free service. Guaranteed one full year.



#### RESIDENTIAL FIXTURES

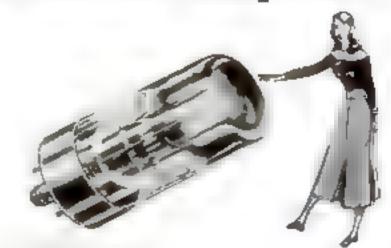
For every home use, decorative and practical, Sylvania fluorescent fixtures. Combine fine taste, best light, extra service!

#### SYLVANIA is lighting and electronics headquarters!



#### FLASH BULBS

"Sylvania Superflash for super photos" say photographers everywhere. It's the world's leading photoflash bulb.



#### RADIO TUBES

World's best sound transmitters and receivers! From pencil stub tiny tubes to jumbo sending tubes, Sylvania's tops.





SIMPLE MECHANISM consists of a razor blade, a comb, piece to hold blade, "Magic Knob" to adjust it.

## BARBERS' LAMENT

#### A comb that also trims the hair is snipping off their business

If James Petrillo were head of the barbers' instead of the musicians' union, he would probably be uttering tirades against the device shown here. Called the "Sta-Neet" hair trummer, it is a comb with a razor blade so arranged that it trims the hair (top and sides). To its manufacturer, R.P.M. Davis of Los Angeles, Calif., the comb merely marks the second time the 74 year-old man has come out of retirement. Princeton Graduate Davis made a fortune in the brick refractory business, retired, went into mining, retired, then started mass-producing the Sta-Neet 10 months ago. Although the idea is not new. Davis has already sold one million combs, has orders for a million more.



READY TO USE, Sta Neet will cut hair (right side), thm it or. by adjusting blade, even shave (left side).

## Barbers' Lament CONTINUED



FOR THINNING HAIR, customer runs at through lock, takes excess hair from comb. Few days ago Los Angeles barbers picketed window display of Sta-Neet.



IN PRODUCTION, comb is assembled by blind men in the Los Angeles shop. Davis uses handicapped workers, pays them more than regular workers' salary.



Countless bubbles bathe the outer pore of counts so that off thout away dut and dry ski those Thus SweetHeart's pentle can have some start skin Reveas alluring natural smoothness, natural reliance



\*Invite romance on the beach!
Begin SweetHeart's Floating
Lift Beauty Care. Massage
your face one minute, night and
morning, with SweetHeart's
extra lather. Rinse with warm
—then cold water. Your skin is
eleansed . . . stimulated . . .
more radiant!

 For tub and shower, you can now also get the new, large bath size. SweetHeart's extra lather with its floating lift is marvelous.





Streamlined to dry faster Thus,

als danter to use o so he ps

avoid wasteful metted soop

# Big-eatin' Good-tastin' Breakfast!

IT'S THAT FLAVOR-FULL VALUE-FULL NATURAL WHOLE WHEAT



IT'S GOOD-GETTIN'-UP IN THE MORNING... WHEN YOUR BREAKFAST (S) IS GOOD-NATURED

NABISCO SHREDDED WHEAT... ALL MELLOW AND FRESH WITH THE NATURAL FLAVOR OF NATURAL WHOLE WHEAT...

ALL POWERFUL WITH THE NOURISHING ENERGY-FOOD YOUR FAMILY NEEDS TO START THE DAY... YES,

NABISCO SHREDDED WHEAT IS RIGHT EVERY WAY YOUR BEST BUY FOR TOMORROW'S BREAKFAST.



## Switteh to a







#### Calvert Cola Collins

Delicious and easy to make:

Squeeze juice of half a lime over ice cubes in a tall glass and drop in rind. Now add a generous jugger of smooth, matchlessly mellow Calvert Reserve. Fill glass with your favorite cola, and stir well. Is it delicious? M-m-m!

(Official Bartenders' Union Recipe)



Calvert Collins

## Thought to give a hostess confidence...

"How right I was to choose 1847 Rogers Bros. silverware! It really 'makes' my table. I've never seen another silverplate so rich and beautiful -so much like solid silver in its truly exquisite workmanship,"

#### 1847 ROGERS BROS.

OAmerica's Pinest Silverplate





### Ot gracicus tradition for our a hundred years

1847 Rogers Bros, silverplate has been the first choice of brides and hostesses for overa century now

The four handsome modern patterns with the yearmark 1847 reflect 100 years of expert craftsmanship.

I hey have a high, deep ornament, a perfection of finish usually found only in solid

silver. And what an unusual value today! The price has not gone up succeed 2

52 piece service for eight, \$64 75 76 piece service for twelve, Sq. 75, 101 piece service. for eight, \$118.75. (Prices include chests. No federal tax.)

TUNE IN: "The Silver Summer Review," Friday, 9:30 P.M., E.D.S. T., CBS.



IN AN UNDERWATER BATTLE A JEALOUS MERMAID GRIMLY CHEWS AT THE LEG OF A RIVAL FOR THE AFFECTIONS OF HER MIDDLE-AGED BOSTONIAN LOVER

## WHITHER WHIMSY?

## Three expensive movies aim at fantasy and miss it by a mile

The fish-tailed lady above, busily grawing the leg of a female swimmer, is a sample of the kind of tortured whimsy moviegoers may expect in at least three films this summer. This scene is from Universal-International's Mr. Peabody and the Mermaid, in which William Powell portrays a proper Bostonian who takes up with an affectionate mermaid after he decides his wife no longer understands him. Mermaids belong to that world of the unreal and fantastic which was where Hollywood began. But in this film the sum total of fantasy consists of putting a tail on Ann Blyth and then having her gurgle, loll around with Mr. Powell (right) and show off her footless swimming style. She is treated less like a mermaid than a sea cow, which is what one of the characters calls her. The lack of imagination from which this movie suffers is no monopoly of its makers. Paramount is currently exhibiting its version of Elmer Rice's whimsical play Dream Girl (p. 84) with raucous Betty Hutton, and M-G-M has turned Eugene O'Neill's Ah, Wilderness! into a Mickey Rooney musical called Summer Holiday-in Technicolor (p. 82).



FREQUENT DAMP KISSES represent the movie's deepest exploration into the vast possibilities of fan-

tasy offered by a plot devoted to the dry-land love life of a young mermaid and a graying Boston Brahmin.

It's 21/2 ounces of genius . . . the most versatile run-proof rayon panty you'll ever own! Gives "near girdle" control . . . suspends stockings like a garter belt . . . and is a perfect undie for stocking-less occasions when worn without garters!

WEAR WITH GARTERS

A McKey Product

\*Pat App. For

In White, Swan Pink, Black, Blue, Marze, individually cellophane packaged .....\$1.50

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#### Whimsy CONTINUED

#### MICKEY ROONEY VS. EUGENE O'NEILL

Admirers of Eugene O'Neill's Ah, Wilderness! may painfully recognize the movie scenes below which were high spots of the play. Out of a charming, nostalgic evocation of the dreams and ambitions of a boy growing up in a small American town at the turn of the century, M-G-M has made an aimless Technicolor extravaganza, with Mickey Rooney clowning his characteristic way through a part calling for restraint.



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The maintenance of pleasant, orderly places of business.

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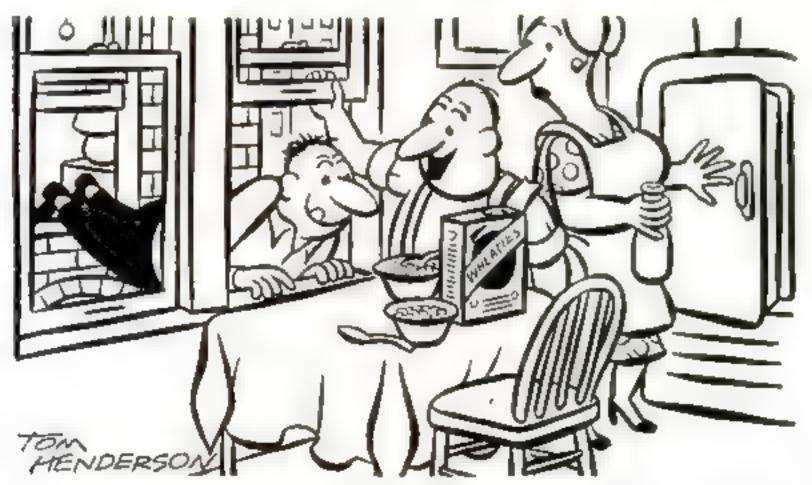
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#### Whimsy CONTINUED

#### BETTY HUTTON vs. ELMER RICE

Playwright Elmer Rice's Dream Girl was a daft, tender play about a bookshop sales girl who takes refuge from reality in a series of fantastic dreams. But in the movie it is a millionaire's spoiled daughter (Betty Hutton) with an accent from the lace-curtain side of Dead End who has the dreams. Most of them deal with her unrequited affection for a predatory Princeton man and are sometimes funny, never whimsical.



IN ONE DREAM HUTTON MARRIES PRINCETON MAN (LEFT), BEARS A SOI



IN ANOTHER ONE SHE COMES TO A LURID END IN A TROPICAL GIN MILL



IN A THIRD UNLIKELY DREAM SHE PLAYS A BRASSY MADAME BUTTERFLY



"I was curious...



I tusted it ...





SELF-PORTRAIT was done by Cox after looking for hours at his image in mirror, which he says scared him.

## JOHN ROGERS COX

#### Bank clerk wins fame painting wheat fields

John Rogers Cox was a \$1,200-a-year teller in the First National Bank of Terre Haute, Ind. until 1941, when he gave up banking for art. Since then he has run a museum, completed nine and sold seven paintings, and won two important prizes. He also received a concrete compliment from the profession he deserted when The National City Bank of New York last year paid \$2,400 for the Cox wheat-field painting shown at right.

After graduating from the Pennsylvania Academy of the Fine Arts Cox tried to get a commercial art job in New York, Failing, he went back home to Terre Haute and started as a bank messenger. In two years he became a teller. Then one day an 80year-old landscape painter named William T. Turman walked in and asked him if he would become director of the newly formed Swope art museum of Terre Haute. "When I heard the word 'painting," " says Cox, "and when he offered me \$600 a year more than I was making, it didn't take me more than half a minute to say yes!" Thus Cox at 26 became the youngest museum director in the U.S. Under his direction the museum built up a fine collection of contemporary American art. Cox joined the Army in 1943 and after his discharge in 1945 decided to spend all his time painting. He does crisp, careful canvases of the American sceneminutely accurate down to the last wheat kernel. In 1944 and again in 1946 the visitors to the Carnegie exhibition chose his paintings as the best in the show and voted him the annual Popular Prize. Today Cox says that he knows nothing about painting but will keep at it simply because he loves it. "I'm too dumb to do anything else," he adds.



WHEAT, the title of this painting, is the subject that Cox likes best of all to paint. He loves to wander around the big

wheat fields of Indiana, but he does his actual painting of them from memory in an unkempt room of his white



frame house in Terre Haute. "A wheat field," he says, "has a whispering sound and an awe-inspiring quality like drift-

ing music and, like an ocean, it gives you a lonely feeling." He placed the dead tree trunks in the foreground

for design and he painted the dramage ditch in the center of the wheat field to retieve the monotony of the scene.





## FRENCH DEVIL-CAT

I nderneath the fanciful feline mask above is a Parisian surrealist painter named Leonor Fini who is also known for her passion for weird hats, skeletons and Persian cats. In headdress and bright red satin gown, Leonor attended an artists' ball in Paris on June 19 as an eye-catching cross between a cat and a devil. Although this costume was more feline than feminine, Leonor was careful. She cut the cat eyes wide and the devil dress low, so that a little of Leonor peeked through.





PLAYFUL SERVANTS fasten old shoe on back of the Victoria coach which carried the bride and groom.

## DAME OF SARK'S DAUGHTER IS WED

#### Everyone on the tiny feudal island turns out to cheer her

In mid-June the tiny English Channel island of Sark - a two-square-mile British stone pile off the coast of France-celebrated the biggest social event in its history. Jehanne Beaumont, youngest daughter of Sybil Beaumont Hathaway, the reigning Dame of Sark, was married to a 47-year-old Englishman named Henry Bell. Because their courtship had taken a leisurely 12 years it was strictly in keeping with the fine old tradition of Sark, where little has changed since the days of Queen Elizabeth.

Almost all of the island's 500 inhabitants, who annually present Dame Hathaway with one chicken for every chimney pot on their houses, turned out merrily. Only a privileged few were allowed inside the Seigneurie, the palace of the Dames and Seigneurs of Sark, but the rest caroused and sang an cient Norman songs in the village hall. There they drowned their small sorrows-by feudal law they can keep no pigeons, shoot no sea gulls and own no cows except Guernseys. Neither are they allowed to keep female dogs, because an islander's bitch once bit a member of the Seigneur's family. However, they cheered lustily when the newlyweds rode down from the Seigneurie to the harbor, and waved from the pier as they departed for a honeymoon in England Then the islanders spent the rest of the day and most of the night frantically dodging the empty bridal carriage, which the Dame's excited coachman drow wilder from one end of Sark to the other until star rise and a profound hangover brought him to a balt.



THE BRIDAL CARRIAGE, driven by the Dame of Sark's coachman, careens down the hill toward the harbor. Behind it on a hievele rides 20 year old Michael Beaumont,

the Dame's grandson and heir to the Seigneurie. On level stretches Beaumont bowled along with both hands off the handlebors, taking candid photographs of the newly wells.



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#### Wedding on Sark CONTINUED



THE NEWLYWEDS pause for a picture outside church. After their honey-moon they will return to run a bar and he will serve in the local parliament.



THE DAME OF SARK (left) beams at her guests. Although the Seigneurie of Sark was created in 1565 by Queen Elizabeth, it is not part of the British peerage. The title was purchased for £6,000 from its former holders by the present Dame's great-grandmother. It descends in either male or female line.



THE HONEYMOON STARTS with a motorboat ride to the Channel Island of Guernsey, from where the couple continued their trip by plane to England.



### The wonderful time we've spent together...

FOR OUR ANNIVERSARY—the finest watch I could get, to remind you, every moment, of the wonderful time we've spent together, so many hours that have gone so very fastfrom that first day that seems like yesterday. Bless you for the time we've hadand for the promise of the years to come.

FOR A GIFT to cherish—none is more perfect than a watch. Your jeweler has a wide choice to show you, achievements of the skill of free craftsmenof America and Switzerland-oldest democracies on two continents. And, no matter what the make of your watch, it can be repaired economically and promptly, thanks to the efficiency of the modern jeweler.

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The WATCHMAKERS OF SWITZERLAND





# A Life Round Table on

# THE PURSUIT OF HAPPINESS

Eighteen prominent Americans reinterpret in modern terms a great Jeffersonian Right

It is asserted in the Declaration of Independence that men are endowed with three "unalienable" rights—Life, Liberty and the Pursuit of Happiness. The first two terms of this remarkable formula are familiar enough; but the third term, the Pursuit of Happiness, is much more difficult to grasp. Not only is it unique with the American system, it has received relatively little attention from political theorists. So the question arises: What does the Third Right mean? Few really know.

But this question is of necessity woven into another. The right was formulated by Thomas Jefferson 172 years ago, and there is a wide gap between Jefferson's age and ours. Can the Third Right really be applied in our time? Do we know how to use it? Are we exercising it in such a way as to build a

better society? Or are we, through carelessness or selfishness, pursuing happiness so as to corrupt and undermine the great heritage that Jefferson left us when he helped found our democracy?

There is much evidence that Americans are not doing so well with the Third Right. It is not merely a question of whether we are happy, or think we are happy. The real question is whether we are pursuing happiness in such a way as to promote the fulfillment of our own lives and of our democracy. It is a political question, not merely a personal one. In the present crisis, with the fate of the democratic world dependent upon American leadership, the importance of this question is self-evident. The Life Round Table on the Pursuit of Happiness, presented herewith, is an attempt to shed light upon it.

Some happy moments that LIFE's Alfred Eisenstaedt has photographed over a number of years are shown at left. In a casual way they illustrate the great

scope of the American pursuit of happiness—ranging from religious dedication and honors on the college campus to beauty contests and touchdowns.



#### THE MEETING OF THE ROUND TABLE

A LIFE Round Table is a democratic device for the exploration of important questions by many minds. It is composed of a panel (in this case, 18 men and women) carefully selected for "balance" and the representation of different views. The members of the present Round Table (shown in session above) were LIFE's guests for the weekend at the Westchester Country Club in Rye, N.Y. They assembled Friday evening for dinner and started work that night. With appropriate pauses for relaxation and refreshment they continued in session all through Saturday and into Saturday night and finished off Sunday in time for lunch.

Such a round table has little in common with the forums so often heard on the air, where four or five persons are asked to present their views publicly for a half hour or so. The schedule of the LIFE Round Table yields about 15 solid hours of debate; and since the public is not admitted this is often of a very frank and off-the-record character. In the present instance LIFE went even further in its efforts to probe the American mind. The question was so complex that we held four preliminary discussion groups, each lasting one evening. The most important findings of these preliminary groups were then turned over to the "final" Table whose report is presented herewith.

The Round Table is conducted by a moderator who has made a special study of the question and whose task is to unify the conflicting views of the members, achieving agreement wherever possible. The moderator has to see to it that everybody has a fair hearing, but he must keep the argument on the point.

The extraordinary "balance" of the Rye Round Table is evident from a list of those present. The moderator, Russell W. Davenport, has his back to the camera. First on his left is Betsey Barton, author of The Long Walk, who was chosen because her great fight against paralysis has taught her certain hard lessons about the pursuit of happiness.

Continuing around the table to the left, Father Edmund A. Walsh of Georgetown University, author of Total Power, brought to the Table a profound knowledge of the misuse of power by totalitarian states. Joseph Scanlon, former head of Local 169, United Steelworkers, C.I.O., now teaches at M.I.T. Charles Luckman, president of Lever Brothers, is an eloquent advocate of the enterprise system. Behind Mr. Luckman is William M. Milliken, director of the Cleveland Museum of Art, Miss Bernice Fitz-



MODERATOR Russell Davenport, former Willkie campaigner, developed technique of Round Table as managing editor of FORTUNE in 1938.

Gibbon (also behind Mr. Luckman), advertising director of Gimbel Brothers, is a forthright thinker on advertising. And Thomas D'Arcy Brophy (next to Mr. Luckman), head of the successful advertising firm of Kenyon & Eckhardt, is president of the American Heritage Foundation, whose Freedom Train is now touring the country.

Daniel Longwell, chairman of Life's Board of Editors, came as an observer. Lemuel R. Boulware is vice president of General Electric in charge of employe relations. Henry R. Luce, listening intently, is editor-in-chief of Time, Life and Fortune. Dr. Sidney Hook, chairman of the philosophy department of New York University, took the stand that moral rules for the guidance of life can be upheld without reference to religion. Mrs. Herbert W. Hines, 1948 Mother-of-the-Year, seated next to him, took the directly opposite view, as also did Dr. John S. Bonnell, pastor of the Fifth Avenue Presbyterian Church, Manhattan.

The next participant, Stuart Chase, is hidden from view (only his hand shows). Author of Goals of America and many other books, he placed his main emphasis on the social responsibilities of our time. Next is Beatrice B. Gould, editor of the Ladies' Home Journal, whose knowledge of American homes gave her an invaluable perspective on the pursuit of happiness. Charles Brackett of Paramount Pictures (The Lost Weekend, The Emperor Waltz, A Foreign Affair) defended the movies from heavy attack. Thurman Arnold (scratching his eye) was formerly Assistant Attorney General of the U.S. Dr. Theodore Greene of Yale, another professional philosopher, took the opposite line from Dr. Hook and was of great influence in helping the Table to reach its agreements. A third philosopher, Dr. Erich Fromm, is not shown in this picture.

#### THE REPORT OF THE ROUND TABLE

by RUSSELL W. DAVENPORT

when the moderator called upon him to open the Round Table, "I suppose that like the rest of us I have nothing prepared. I have done my homework conscientiously and am very much impressed with this enterprise. But having said that, I am puzzled to know how we can tackle it in a realistic way."

It was indeed a puzzling question: What is the meaning of the third right asserted in the Declaration of Independence, the right to the Pursuit of Happiness? The 18 distinguished Americans (opposite page) who met as Life's guests at the Westchester Country Club in Rye, N.Y. that rainy Friday afternoon felt somewhat at a loss as to how to begin. The temptation was to undertake a discussion of the nature of happiness itself. But this was not the question posed by Life. What we proposed to explore was the meaning and use of a political right. In search of answers the Round Table toiled through a long and sometimes tempestu-

ous weekend. And on the third day, after an exhausting intellectual struggle, the members emerged with a set of agreements, for the most part unanimous, pertaining to the Pursuit

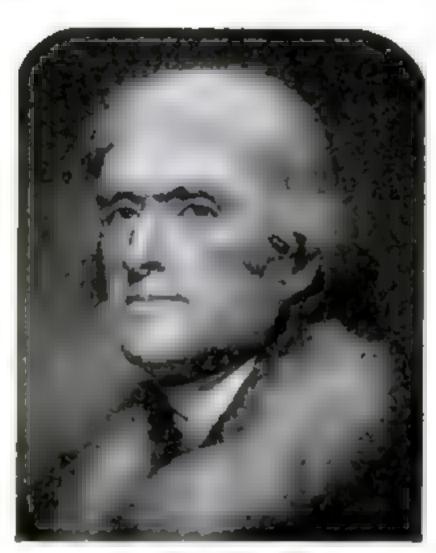
of Happiness in America.

First of all it was necessary to have some idea of what Thomas Jefferson, author of the Declaration, had intended the phrase to mean. This question had been examined by one of Life's preliminary discussion groups, attended for the most part by Jefferson scholars; and the report of that meeting had been mailed out to the Rye participants and constituted part of what Dr. Greene referred to as the "homework." The report pointed out that the basic formula of Jefferson's time, as stated by John Locke and many others, had been Life, Liberty, and Property. However Jefferson's task in the Declaration was to explain and justify a revolution; he had, therefore, to frame a universal appeal, and for this purpose Property seemed much too narrow a right. He found his solution in the proposition, widely accepted at that time, that the chief end of government is the happiness of the people. In seeking the broadest possible aims for his Declaration, he turned quite naturally from Property to Happiness; and in doing so formulated, as by a stroke of genius, the third "unalienable" right.

The Jefferson scholars at the preliminary discussion group agreed concerning two fundamental points; first, that Jefferson's intention had been to give every man the right to interpret the nature of happiness in his own way; and secondly, that this did not mean mere self-will or moral anarchy. Jefferson saw man as a being endowed with a moral sense. "Nature," he wrote, "has implanted in our breasts a love of others, a sense of duty to them, a moral instinct in short, which prompts us irresistibly to feel and succor their distresses." It is precisely because man is capable of recognizing the good that he is entitled to pursue happiness in his own way. Thus the Third Right represents something beyond the right to Liberty: an inner freedom to choose one's course and shape one's destiny. That it cannot be taken for granted is demonstrated by the fact that it is always resolutely destroyed by totalitarian states seeking to regiment men's lives.

The Rye Round Table had the problem of relating all this to contemporary America. And one of the first facts to emerge was that Americans are, in their own judgment, a very happy people. Happiness is somehow a part of their culture, a kind of virtue. This American characteristic was emphasized at the Rye Table by Beatrice Gould, editor of the Ladies' Home Journal, who kindly submitted the results of a survey that her magazine had conducted in the U.S., Canada, Britain, Holland and France. People were asked whether they were very happy, fairly happy, or unhappy. In the U.S. 46% were "very happy," 45% "fairly happy" and only 8% "unhappy." But at the other end of the scale, in France, only 9% were "very happy," 52% were "fairly happy" and 35% "unhappy."

Yet this rosy view of contemporary America did not really meet the issue. The members found it difficult to reconcile Mrs. Gould's figures with certain rather depressing statistics. For instance, the American divorce rate, while it has improved somewhat this year, stands at a very high level. Some observers have noted a kind of disintegration



THOMAS JEFFERSON

going on in the American family. Juvenile delinquency has been rising. Crime is near the alltime high established in 1946. Psycho-neurotic cases are also at a high: it is estimated that 14 million persons (one in 10) today face serious mental illness and that seven million (one in 20) will be in a mental hospital at some time. About half of the beds in the general hospitals are occupied by patients whose ailments are primarily psychiatric. Not a little of this would appear to involve an excessive use of alcohol: there are about four million "excessive drinkers" who are repeatedly in trouble, and about half of these are ill with mental or psychiatric diseases. At \$9 billion a year, the U.S. liquor bill is three times the national school bill. Is that an intelligent exercise of the right to pursue happiness?

Henry R. Luce, editor-in-chief of TIME, LIFE and FORTUNE, reminded the Table of the criticism often leveled against Americans by both Europeans and Asiatics: that while we have more means for good living than any other people, we don't know how to use them, don't really

know how to live. It is a notable paradox, Mr. Luce felt, that the very country in which the pursuit of happiness is asserted as a political right should be the one most often singled out as the place where

real happiness is least understood.

It was Dr. Erich Fromm, eminent psychoanalyst and author of the current success, Man For Hunself, who reconciled the apparent disagreement between Mrs. Gould's survey and the national statistics. He pointed out that there is often a wide gulf between what people think they are and what they really are. We must therefore distinguish between the facts about happiness and opinions about it. There is always considerable pressure on the individual to persuade himself that he is happy, because this is part of the American "pattern." But underneath the surface there may exist conditions of unhappiness, or conditions that cause him to do things that will make him unhappy. Polls on this question are not, therefore, of great value.

On the whole, despite Mrs. Gould's statistics, the Table felt that there is a failure in America to achieve genuine happiness. There was a question in the minds of many of the members whether Jefferson's Third Right is working—whether people understand it well enough (or themselves well enough) to make it work. And in this regard the

members tended to divide into two groups.

#### Man or society?

▲ CCORDING to the first group, the chief difficulty in America is A an inner one—the modern individual is out of touch with the inner realities of life and is somehow "lost." He suffers from philosophical and spiritual confusions. Dr. Theodore Greene of Yale cited the case of a student of his who had talent and knew it but who described himself as one of T. S. Eliot's "hollow men" because he did not believe in anything and consequently could find nothing to say. Miss Betsey Barton, youngest member of the Table, author of And Now to Live Again, spoke out forcefully. Modern pragmatic philosophy, she said, "has resulted in moral anarchy in my contemporaries, in my generation, simply because it has provided no inner authority that they can trust." Said Dr. John S. Bonnell, pastor of the Fifth Avenue Presbyterian Church in Manhattan, "I agree with her entirely. The question students are asking is, 'What are the values?' The lack of disciplines and goals in education is pathetic. As one student put it, 'Education has given me spokes for my wheel, but no hub," "Father Edmund A. Walsh of Georgetown University, Washington, D.C., added, "What is missing is a philosophy of the whole man. If the thirst to understand the source and destiny of human kind be ignored, man will be crippled in his search for spiritual and intellectual satisfaction."

The other group felt that the chief difficulty is outer—that is, society itself. They believed that the system is wrong, or is working badly, and that the primary task in securing the right to the pursuit of happiness is to fix it from outside. Said Joseph Scanlon, former C.I.O. union leader now teaching at M.I.T., "I think it has got to



Mrs. Herbert W. Hines: "Religious faith has more to do with happiness for the individual than anything else."



Stuart Chase: "Mankind faces three chief problems. The first is preventing World War III and the second is feeding 2.3 billion people. The third is adjusting human beings to the machine age.".



Charles Brackett: "I think we are a kindly, good-hearted people with an impulse toward the good, which we pursue for all we are worth. We are quite blundering about it, but on the whole successful."



Erich Fromm; "Happiness is the greatest achievement of any human being. But it is only possible insofar as one is able to relate oneself to the world, in love and in thought."

#### PURSUIT OF HAPPINESS CONTINUED

come back to something more basic, the economic system itself." Dr. Sidney Hook, chairman of the philosophy department of New York University, while recognizing the problems of the "inner" life, likewise stressed the "outer" causes. He maintained that the failure to achieve happiness cannot be attributed to modern pragmatic philosophy, but results from faulty traditions and defective social institutions. Thurman Arnold, former Assistant Attorney General of the U.S., concurred with this view, "The cement," he said, "is falling out of our society." Our social institutions are all in the process of change. Individuals cannot rely on them and therefore cannot pursue happiness successfully.

Stuart Chase, author and sociologist, added that he did not see how an intelligent man could pursue happiness with the threat of the atomic bomb hanging over his head "like the sword of Damocles."

MODERATOR. "Does the atomic threat influence our thinking on happiness?"

MR. CHASE. "It certainly does mine."

When combined, these two attacks-the "inner" and the "outer"add up to a penetrating analysis of American life. Yet how combine them? The usual fate of such conferences in recent times has been an irreconcilable split between those who see the primary solutions in the individual and those who see them in the society. Many an American argument, many an insoluble conflict, has its origin in the clash between these points of view. Had this clash occurred at Rye, Life's Round Table on the Pursuit of Happiness would have ended in bitter controversy.

#### The fundamental agreement

TNDEED this almost happened. Many of our guests went to bed Satur-1 day night, after arguing into the late hours, with a feeling that the dehate was hopeless and that the Round Table had failed. And yet it had not. On Sunday morning there emerged a fundamental agreement that brought both sides together and opened the way to the solution of many problems.

The agreement concerned the nature of happiness itself. At preliminary discussion groups the editors had noted a tendency on the part of Americans to divide life into two irreconcilable compartments—happiness and moral obligation. For example, at one of the discussion groups among students in Illinois it was decided that peace is essential to happiness. But a married veteran qualified this by saying that he could not accept peace at any price; under certain circumstances he would go to war. MODERATOR. "In other words, peace alone is not the essential. Other things are more essential?"

MR. ZIMMERLY. "I am saying that peace is essential; if I am going to be happy there must be peace. But I am willing to waive my right to happiness in order that other people may have it."

MODERATOR. "Would it be correct to say that you would be happier going

to war than in doing nothing about it?"

MR. ZIMMERLY, "No. I don't think there would be any happiness whatsoever in going back to a garrison state."

MODERATOR. "What I am getting at is a better understanding of the word 'happiness.' Wouldn't you be happier in sacrificing than in pursuing just your own 'happiness?'"

MR. ZIMMERLY. "I wouldn't use the word 'happiness' the way you have used it. I don't think there would be any happiness whatsoever in sacrificing."

The Rye Round Table disagreed with Mr. Zimmerly's position. The members were virtually unanimous in their view that the pursuit of happiness may involve sacrifice. Said Mrs. Herbert W. Hines, 1948 Mother-of-the-Year, "In my experience, those people most radiate happiness who seem to forget self in an effort to do the most for others. A mother who sacrifices for her children isn't unhappy over it and certainly I do not think she has to 'waive' her right to pursue happiness." Father Walsh was emphatic. "History, even daily experience," he said, "is replete with instances of happiness in self-sacrifice. Father Damien was serenely happy in ministering to the lepers of Molokai—and in becoming one himself." Dr. Bonnell distinguished between the pursuit of happiness and the pursuit of pleasure; the latter may not lead to happiness at all. "Many find self-realization in sacrifice," Dr. Bonnell said. "In Dickens' A Tale of Two Cities Sydney Carton experienced happiness in going to the guillotine because of his love for Lucie Manette."

In the view of the Rye Round Table the whole moral question-not only sacrifice, but duty, honor, generosity, courage, fairness, justice, and so forth—is inseparable from the question of happiness. The very idea of pursuing happiness with no reference to moral standards is selfdefeating, not to say destructive. The good is implicit in the search for happiness; moral goals must be realized if happiness is to be achieved.

In this the Table was thoroughly Jeffersonian.

And it followed from this agreement that, whatever social measures may be advocated for the improvement of the American system, each individual must discover and apply afresh the great principles of the good life handed down to him by humanity, if the system is to yield happiness for him. Economic and social reform, in other words, is not sufficient; the best reforms imaginable cannot by themselves yield real happiness unless individuals seek, and to some extent realize, the good. But with this granted, the way was open to complete agreement. For those whose emphasis was on the inner life were then eager to agree that many "outer" reforms—social, political, and economic—are necessary if the Jeffersonian dream of freedom is to be realized in the modern industrial world.

This powerful agreement provided the Table with a flexible standard that could be applied to many aspects of American life, Since time was limited it was naturally necessary to concentrate on a selected list of questions, and of these the present report confines itself to fourwork, leisure, movies, and advertising. Through these four applications the importance of the fundamental agreement to the American way of life is sufficiently revealed.

#### THE UNHAPPY WORKER



THE modern worker is to a large extent dominated by the machine. ■ His work is monotonous, uninteresting, and humanly unrewarding. —indeed it is impossible for most workers to find happiness in their work. Said Dr. Hook, drawing on the experiences of the families he knew during his youth, 'There was a sense of dissatisfaction with



Charles Luckman: "The pursuit of happiness gives Americans their driving force and makes them want to better themselves, individually and nationally."



T.M. Greene: "A man is educated insofar as he can discriminate between a stone and a statue, a tree and a dog, a man and a deity—and not get them mixed up."

their lot, because they felt that they were better than the work that they were doing. There was a kind of monotony in what they were doing even when they were well paid. The sense of unfairness that they had was not just a sense of unfairness in the operation of the plant but a sense of unfairness in the social system. I don't know how you can solve the problem of the necessary work that has to be done, for which there is no creative satisfaction."

Lemuel R. Boulware, vice president of General Electric in charge of employe relations, opened the debate on this subject. "General Electric," he said, "is in the process of developing a 'new way of life.' " The first step is setting up two-way communication between the individual employe and his immediate boss at each successive management level right up to the top. "Naturally," said Mr. Boulware, "the workers want good pay, good working conditions, good bosses and steady work. But we are finding they want security that is more than financial. They want the full facts about their jobs and the opportunities and limitations surrounding the employer. They want to have a say in the interpretation and application of those facts. Furthermore we find workers want what I call spiritual satisfactions. They want to be treated with respect. They want fairness. They want a sense of belonging. They want participation toward a common objective in accordance with a common desire. They want a feeling of worthwhile accomplishment. And they want the work to be interesting and gratifying. These are all parts of a '9-Point Job Improvement Program' General Electric has launched."

The problem was clarified and a solution proposed by Joseph Scanlon. The important deterrent to the worker's happiness, Mr. Scanlon felt, is fear. He named two fears: the fear of another system that will "take over those things that we hold dear"; and the fear of our own system, the fear that it can't work. But the cure for fear is not pay nor any particular set of conditions. It is to be found, rather, in giving the worker participation in all aspects of the job and in the profits from savings brought about by the worker himself. The application of this, the Scanlon Plan, to the Adamson Co. of East Palestine, Ohio (Life, Dec. 23, 1946) resulted in a tremendous increase in profits for the company and bonuses for the employes ranging from 50% to 80% of their total earnings. In its most recent application at the LaPointe Machine Tool Co. of Hudson, Mass, the plan has resulted in an increase in profits together with a 19% bonus for all employes. The essence of the plan is to give the workers real participation both in suggesting and in carrying out schemes for increased efficiency. And its merit from their point of view is a new sense of usefulness. Since he is in constant touch with the company and its problems, the worker acquires also a sense of security. And when bad times strike he feels he is being given a fighting chance—which, according to Mr. Scanlon, is the main thing an American worker wants.

Joseph Scanlon makes no pretense of being a philosopher; nevertheless the Scanlon Plan was a philosophical bomb, and the former C.I.O. official seemed to enjoy watching it explode. For he attacked what he called "this business of thinking that all you've got to do with a fellow is to appeal to his selfish instincts." The fatal inconsistency of our industrial system, he said, is that we "try to civilize the individual, Christianize him, teach him to live with others in a group and work together and that sort of thing;" but then we turn around and tell him that he is on his own, that we are paying him for his work only, and that he is in competition for survival against

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"Don...you got your raise?"

"Sure. But I'm talking about something even better."

"What do you mean?"

"I mean I've done something that makes me feel like a millionaire, because it puts a big chunk of our money worries behind us. Now you and the children can always count on a steady income, even if I'm not around. And what's more, if all goes well, you and I will be able to retire on a comfortable income some day."

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"Well, I'm not surprised. I knew you wouldn't pass up an opportunity like that."

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#### PURSUIT OF HAPPINESS CONTINUED

everyone else. "You put blinders on him, and then he begins to act just like the selfish, nasty individual that you are creating."

The real motives that make for happiness in industrial work, Mr. Scanlon declared, are group motives, team motives, each man working for and with all the others. This must be built from the bottom, with management and the union cooperating. Only then does work in an industrial system yield happiness.

What Mr. Scanlon had done was to apply the fundamental agreement. For although he had begun talking about economic and social -that is to say "outer"-adjustment, he had actually driven through to speak of men in terms of their inner lives. He had shown the inner problem of the working man-and not only the problem but the solution: a sense of real participation in the job

and in the welfare of all the other workers around him.

This practical Christianity (which Dr. Hook preferred to call "the democratic philosophy of shared power") struck a response from every member of the Table. Charles Luckman, president of the enormous American wing of Lever Brothers (Lux, Rinso, Pepsodent, etc.) was especially enthusiastic owing to the experience of his own company, which has recently adopted a productivity plan suggested by the union. After the Lever Brothers plan had been put into operation, Mr. Luckman said, "we wrote to the wives of the workers and asked them what they thought about this plan, and 92 per cent of them failed to mention money. What they said was that their husbands were happy, that their husbands told off the bosses, that their husbands had made suggestions, that their husbands straightened things out that were wrong in the plant. There was a sense of team spirit, that a group of men had gotten together and done what the bosses at the top couldn't possibly do."

Said Dr. Greene, "Mr. Chairman, I am enormously impressed by Mr. Scanlon's approach. It seems to me he is talking fundamental ethics—the ethics we all believe in. What he is saying, as I see it, is that the worker isn't demanding security; he wants to escape the frustration of not being able to participate in the fight. Now that is sound, economically, psychologically, philosophically, ethically, and religiously—on all counts. I would just like to register support

of that.

Said Erich Fromm, "I would like to register my support, too, emphasizing the psychological angle. The problem of happiness is related to the problem of man's inner activity. Happiness depends not only on the standard of living but also on the inner satisfaction derived from being an active participant instead of just an automaton." Father Walsh was likewise enthusiastic. He went so far as to suggest the possibility, once tried in New Zealand, that there should be issued labor shares as well as capital shares in a given enterprise. The labor shares would be non-negotiable, but so long as a worker held them they would assure him participation in the conduct of the business and in the profits derived from increased efficiency.

All this agreement was brought about through the recognition of the moral principle that happiness is not just a problem of selfsatisfactions of a material kind—of pay, or even of working conditions—but of the inner life of the individual. Whenever a faulty social or economic structure (such as the present boss-worker relationship) warps or frustrates this inner life, reform from the outside is necessary. With the moral principle firmly in hand the Table could clearly see that these two aspects-the "outer" and the "inner"—are parts of a single whole, called freedom.

#### THE PROBLEM OF LEISURE

S Mrs. Gould of the Ladies' Home Journal pointed out in her A opening remarks, happiness results from the full use of one's faculties, and this principle applies not only to work but to leisure time as well. This opened up the question of whether Americans are using their leisure time to good advantage,

The consensus was that they are not. The most eloquent critic was Dr. Fromm, who maintained that people use their leisure time not so much to achieve a full use of their faculties but to escape their own inner problems. "I would be very much interested," said Dr. Fromm, "in an experiment which could be made theoretically, if not practically. I would like to have a few thousand persons, or a few hundred thousand if you please, confined to their rooms with all the usual avenues of escape shut off. That is, they must not listen to the radio, must not read detective stories, must not watch the television (or go to the movies), must not even play cards or talk. They would sit otherwise very comfortably, alone with themselves, and would have all the good books in the world at their disposal. I think that if we could make this experiment even for three consecutive days, we would have thousands of nervous breakdowns, because people just can't stand to be with themselves any more. They have to have all these escapes for their leisure time."

However the question was raised of whether escape is always bad. Dr. Fromm and others admitted to reading detective stories. Dr. Bonnell maintained that escape may be good, even necessary. The Table decided this question, as every other, with reference to the moral factors involved. It drew a distinction between unlimited escape, in which a person constantly seeks diversion for the purpose of evading his own inner problems, and limited or controlled escape, in which he seeks a legitimate relaxation. Americans, it was felt, indulge too much in the first kind of escape.

Dr. Greene made a further distinction. He defined three types of recreation. "Sometimes, for example, when I hear some very wild music or go to a second-rate movie, the effect is exhaustion. It isn't that I am relaxed; I am worn out. My one impulse is to grab a drink and a cigaret.

"Then there is the second type of recreation that you referred to, Dr. Fromm, when you talked about detective stories. I read

them, too, in the same spirit—a spirit of relaxation.

"But there is a third type of recreation having to do with the arts. You hear a fine piece of music or read a fine piece of literature and you find it refreshing; you are more of a man, more vital, more alive; you have been nourished. That is a positive experience. Therefore, I think that under this loose term 'recreation' or 'amusement' you ought to distinguish between what relaxes your nerves in a very desirable way in our hectic world, and what builds you up. To me the sad thing about our magazines, for example—and the movies, too—is that it is rather seldom that you encounter something that builds you up in that way."

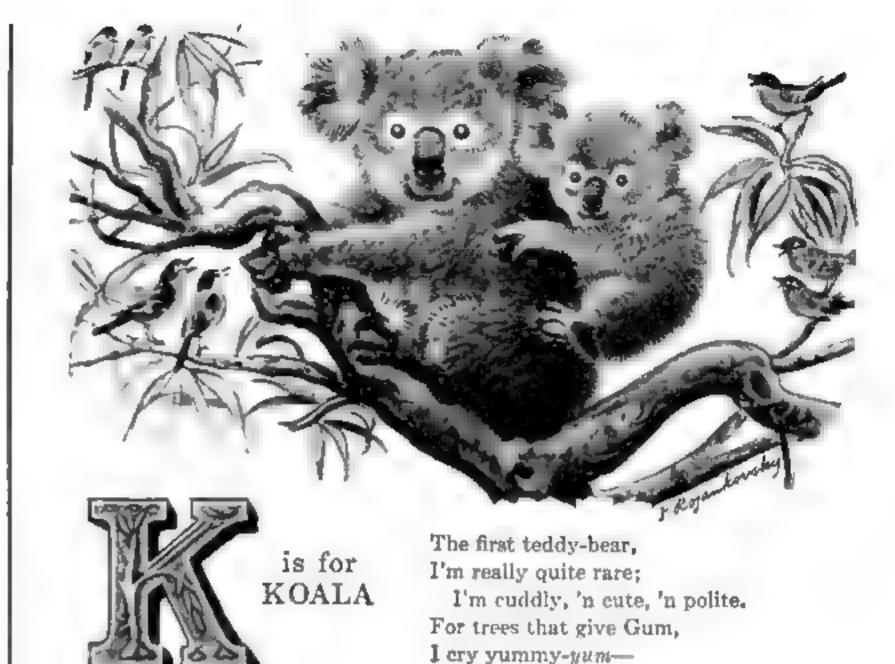
It was agreed that the most beneficial type of recreation is enjoyment of the arts. To be sure, several members pointed out that Americans do not spend much of their leisure time in this way. Said Dr. Hook, "The arts are in a sense outside the current of American life." However the Table was provided with a concrete example of what can be done in this field, by William M. Milliken, director of the Cleveland Museum of Art, who gave the members a moving account of the activities of his institution in the Cleve-

land community.

Mr. Milliken described his museum as "a voyage of adventure; a trip for those who cannot afford to go to Europe. It is a place where the living things of the past live again." Yet this was only part of the story. What interested the Table most was the success of the museum in awakening an interest in the arts at all levels of the community. By maintaining a close and somewhat unusual tie with the public school system it has been especially successful in working with children. "Many of our outstanding artists in Cleveland today," said Mr. Milliken, "are boys who, at the age of 6 or 7 or 8, happened to come into the museum, and happened to find there the spark that made their lives what they have been and are. Of course the majority of the children who attend are never going to be practitioners in the realm of art. But it is preparation for life, for their future happiness in leisure hours. Our belief is that if you build at the bottom you are building a future, and when the child grows up he will turn to the arts as a means of recreation."

In its work with adults the museum is trying "to be a living institution in the city." It does this primarily by encouraging local artists. "So many museums," said Mr. Milliken, "have the idea that they must look down on the art of their community, but for 30 years we have worked with the Cleveland artists. And perhaps one of the reasons why we have been so successful is that the artists have found that the museum is not merely a repository of the art of the past, but is a living, vital, moving thing, a part of today." Chief instrument in the encouragement of local talent is the big May Show, which was attended by more than 100,000 persons last year and resulted in the sale of 1,400 contemporary works of art. Some of the artists are professionals, but some are just people who create on the side as an avocation. "They find in their creative efforts," said Mr. Milliken, "an answer to the pursuit of happiness."

The Table found in Mr. Milliken's museum a model for the kind



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Fish won't bring cats wealth
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I think we shall have some tonight!

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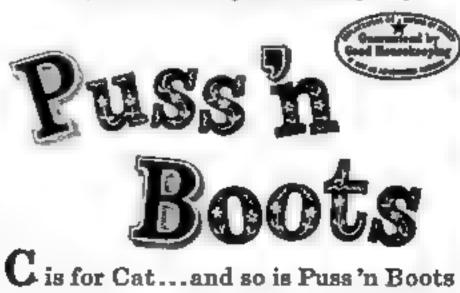
Nature instills in certain animals an instinctive liking for certain foods. The Koala thrives on Eucalyptus—or gum tree—leaves. A cat's favorite food, on the other hand, is—naturally—fish.

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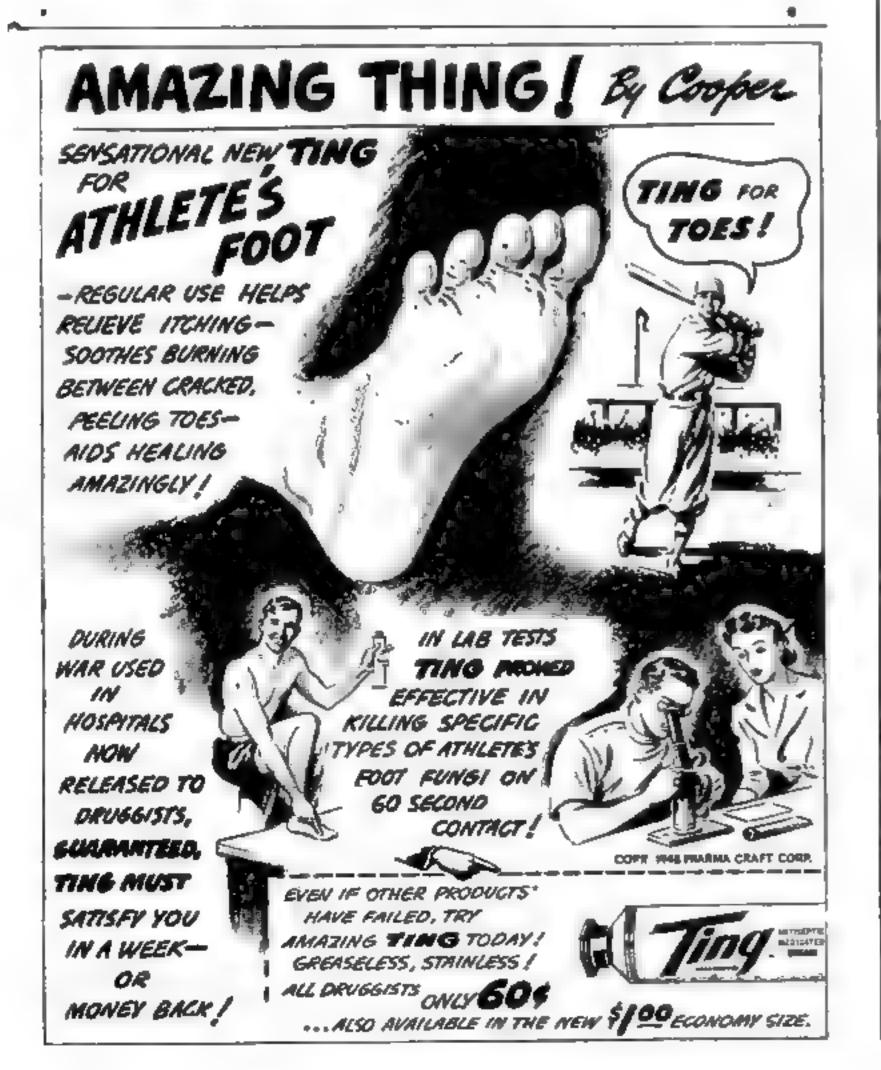
It contains lanolin, and has a soothing, penetrating action on the skin lessening the tendency to scratch. Use it, also, in treating Sarcoptic Mange.

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#### PURSUIT OF HAPPINESS CONTINUED

of work which, if carried on in all communities, would greatly contribute to the successful pursuit of happiness in America. And it joined with Dr. Greene in urging that the real meaning of the arts "get into the heads of academic folk and into the bloodstream of the colleges and universities."

#### HOLLYWOOD'S ASPIRIN



YET even supposing that great progress can be achieved in the development of the arts, this will solve only a fraction of the problem of leisure time. For in the pursuit of happiness Americans are bound to give the overwhelming proportion of their leisure to entertainments of one kind or another that cannot be classified as art. Into this category fall the so-called "mass-media"—magazines, for example, comics, radio, the movies, and so forth. The Table did not have time to enter all of these fields in detail. It addressed itself principally to the movies.

The question was whether the movies are really contributing to the pursuit of happiness in America or whether, through emphasis on false values, they are confusing the people, and especially the young people. Charles Brackett, producer-writer of Paramount Pictures (The Lost Weekend, The Emperor Waltz, A Foreign Affair, etc.) found himself under fire. Characteristically, he produced the quip of the weekend. "Maybe motion pictures aren't the opium of the people," he said, "but they are certainly the aspirin."

In judging motion pictures from a social standpoint, almost all the members were profoundly critical. Even though it deals merely with entertainment, they felt, the motion picture industry cannot escape responsibility for the cultural and moral effects of its products, which are often deplorable. Betsey Barton produced a concrete example. "It seems to me," she said, "that our biggest failure is in personal relationships, as illustrated by the high divorce rate. The movies contribute to that failure because they condition us to the romantic idea of marriage. It seems to me that all of my friends who have gone into marriage, have gone in wide open for failure, simply because the major amount of conditioning they have had has been through the movies."

Dr. Hook made the penetrating remark that we don't really see ourselves in American films—in fact, despite the differences in setting and customs, we see ourselves better in certain European

Mr. Brackett. "Why don't you see yourself in the American films, may I ask?"

Dr. Hook. "I think our feeling about the American film is that it runs too much to a pattern. We know how it is going to end. The attitude is stereotyped and the situations are conventional." Mr. Brackett. "You are speaking of the run-of-the-mill picture."

Dr. Hook. "Yes, the run-of-the-mill picture."

Dr. Fromm attempted to explain this. He drew a distinction between a real dream, which portrays genuine truths about the dreamer (however disguised), and a daydream, which is wishful thinking and an attempt to escape the experience of oneself. Most movies, Dr. Fromm said, are daydreams. They are escapes from reality into a never-never land of romance where the real problems of the individual can be forgotten. We do not see ourselves in such movies, we see only a conventionalized pattern. But since real happiness can only be achieved through being in touch with one's self, through discovering one's own values, the motion picture industry is not contributing to, but detracting from, the successful pursuit of happiness.

Dr. Hook. "The American film is contributing a great deal to the pursuit of happiness, but not so much to the pursuit of significance." Moderator. "What would you say to that, Dr. Fromm?"

Dr. Fromm. "I would say that the two just cannot be separated." Mr. Arnold. "That's right."

Dr. Fromm. "Because the pursuit of happiness is indeed nothing but the pursuit of significance."

DR. GREENE. "Hear, hear!"

Mr. Brackett's defense was impressive. He concurred with Dr. Fromm. "When a picture does strike the level of reality it is fantastic how the audiences react to it—how much happier they are,

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#### PURSUIT OF HAPPINESS CONTINUED

and how successful those pictures are." He pointed out, however, that many American films reach this level chiefly through action. Americans love action and understand it. Consequently this ele-

ment in American films has a peculiar validity.

But when it is a question of something more than action, the movie industry finds itself frustrated. "A great many motion picture industry people," said Mr. Brackett, "would like to say more than they are allowed to say." They cannot say more because they are bound to the level of culture prevailing in the country. They are bound also by the box office: for instance, they cannot tackle the Negro question, as they tackled the Jewish question in Gentleman's Agreement, because Southern movie houses would not play such films-even supposing the Northern ones would. And finally, there is the censorship. Most films attempting to deal honestly with human problems, Mr. Brackett declared, would be barred by the censor.

MODERATOR. "Is there any censorship on facing a moral issue?" Mr. Brackert. "None whatever, but there are great deterrents to full exploration of moral issues. Unless adults can talk about a problem fully it is awfully hard to discuss it sensibly."

MODERATOR. "Can we all unanimously hope that censorship be revised in the direction of permitting more adult movies?" MR. BRACKETT. "Yes. Not in the least more immoral movies."

MODERATOR, "More adult,"

MR. BRACKETT. "With a standard of high morality substituted for

codes that are as rigid as a yardstick."

Such was the agreement—based squarely upon the recognition that the pursuit of happiness is intrinsically a moral problem. That is to say, it is a problem of truth. The Table was willing to admit that in the field of entertainment many "escapes" are justified. A detective story, a light movie, may provide legitimate and healthy distractions from the cares of the day. Yet when such escapes are confused with reality, when they are, so to speak, substituted for reality, they corrupt the culture. And insofar as censorship and other factors prevent motion pictures from dealing in truth, and require them to deal only in daydreams and fiction, they are detriments to the real pursuit of happiness and dangerous to the maintenance of a healthy democratic society. The preservation of the Third Right bequeathed to us by Jefferson requires their revision.



#### THE STANDARD OF LIVING

MERICANS like to get things accomplished. Not all of this A urge is materialistic—at student discussion groups, for example, many wanted to accomplish something for "the American way of life," for "humanity." Americans, it was brought out, are a very creative people, even if they do not create so much in the arts. They create bridges, skyscrapers, railroads, automobiles, new inventions: they are creative in action and to dismiss all this as mere materialism is to misunderstand the very meaning of America.

This "creative materialism" is best summed up by the familiar phrase "the high standard of living." Yet the standard of living in itself raises certain problems. These had been dramatically illustrated at one of the student discussion groups in Illinois, by a

married Negro veteran and his wife.

MR. TAYLOR. "I have trouble with my wife. [Laughter] It isn't necessary that I keep up with any particular Jones, but with all of the Joneses. Jones A in the next block bought his wife a refrigerator; we still have to do with the iceman. Jones B in the next block bought his wife a sewing machine; we still use a needle and thread. Jones C in the other block bought his wife a new car. I bought a radio-phonograph combination as my particular contribution to the family. Jones A, B and C don't happen to have that item but that isn't good enough; I have to have the new car and the refrigerator and the sewing machine to go along with that. As a Negro, this material standard is going to keep me in hot water all my life," MODERATOR, "Mrs. Taylor, I think you might defend your position

in regard to the several Joneses in your block." MRS. TAYLOR, "I didn't know my husband was going to put me on

CONTINUED ON PAGE 107

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summer eating. And that's not all. Because everything for every meal is on hand, there's no need to tire yourself shopping from store to store. Then, too, because prices are low every day, you are sure of bargains without bucking week-end crowds. It's easier on you...and your budget, too... when you shop at A&P.



#### PURSUIT OF HAPPINESS CONTINUED

such a spot. It's true that I want some of those material things. But basically why I want them so intensely is because I am not getting those other things I mentioned. [She was referring to social and other aims that are difficult or impossible for a Negro to fulfill.] If I can't have those things I spoke of in the beginning, which mean happiness to me, I have got to have some of these material things. So I push him toward getting them."

MODERATOR. "Don't you think, despite the fact your frustrations are special, that that might be the case in many families in

America, white as well as colored?"

MRS. TAYLOR. "Yes, I do."
MODERATOR. "Frustrations lead to the desire for material things?"
MRS. TAYLOR. "Yes, I think so. Concerning this point as to whether Americans are happy or not, I don't believe they are. In the type of work I do—social welfare—the people who come to social workers and psychiatrists for help are often people who have the economic gains. But still there is something they are missing. I don't know exactly why it is."

MR. TAYLOR. "I define happiness as being complete harmony with my surroundings for myself and others. That includes a personal freedom, a racial freedom, a political freedom and the right to express my individuality and pursue my special interests. I think I have the right to make as many mistakes as anyone else and to suffer from those mistakes and thereby learn something. Happi-

ness for me is the freedom to pursue happiness.

"This happiness business, as I see it, comes from within. It is your own viewpoint based upon what you feel about various intangibles that determines whether or not you are happy in any particular situation. I would like to have the opportunity to develop this moral emotional reservoir within myself, which not only makes it possible for me to be happy, but makes it possible for me to withstand adversities."

#### The role of advertising

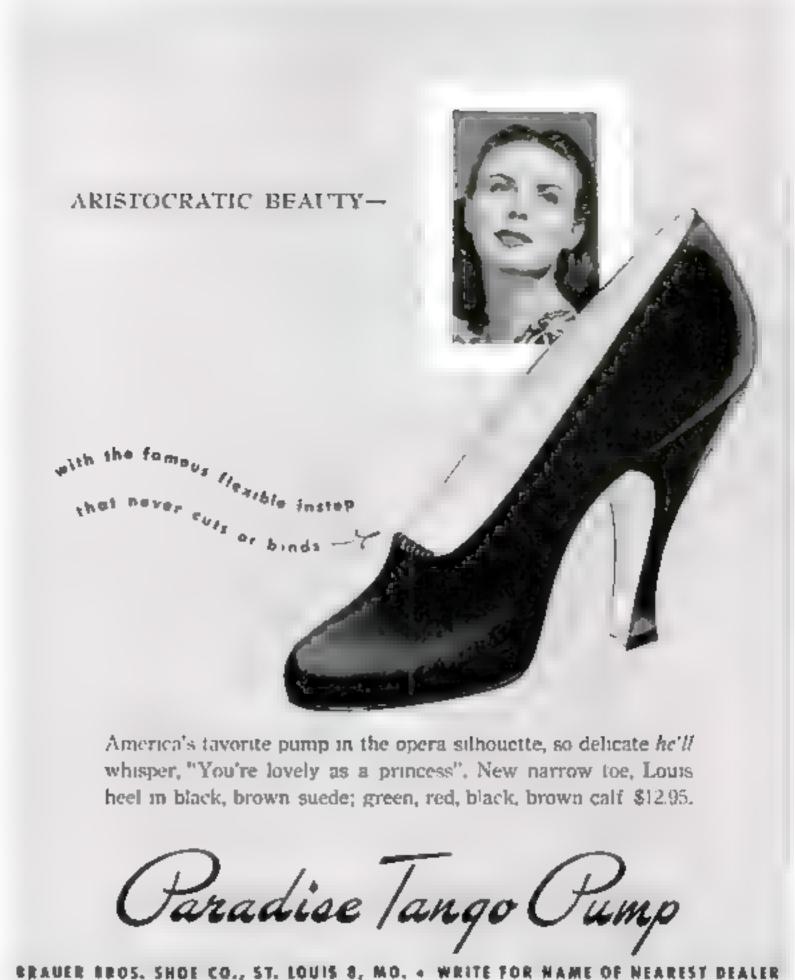
THUS, even with regard to the American standard of living, the Round Table was unable to escape the problem of the inner life with all the moral questions that it raises. And this problem became particularly acute as applied to advertising. Most of the Rye Round Table agreed that advertising is one of the necessary instruments in the maintenance of a high standard of living. There were, to be sure, a number of qualifications. Dr. Hook dissented flatly. Father Walsh did not concede that advertising is "absolutely essential" to the maintenance of a high standard of living, but agreed that as a matter of historical fact it has been "very influential." Stuart Chase, one of the founders of Consumers' Research, admitted that "advertising serves a useful function in telling about new products," but declared his intention "to continue my war against advertising that misleads consumers, promises more than it can deliver and breaks the communication line between man and man," Subject to such qualifications, the Table agreed that advertising is a key to the high standard of living since it has enabled manufacturers to broaden their markets and thus in turn to cut prices and raise wages. And, as Mr. Luckman emphasized again and again, since it is a key to the high standard of living, it is important to the pursuit of happiness.

But the Rye Round Table was not inclined to exonerate advertising from the standards it had applied elsewhere. In many respects, it felt, modern advertising is violating these standards. For one thing, it overaccents material satisfactions. The clear effect of most liquor advertising, for example, well-documented with silver trays, orchids, top hats, tails, white kid gloves, sportsmen, etc. is to equate drinking with the luxurious life; the cultural inference being that "success" is to be measured in material terms—and

that drinking helps.

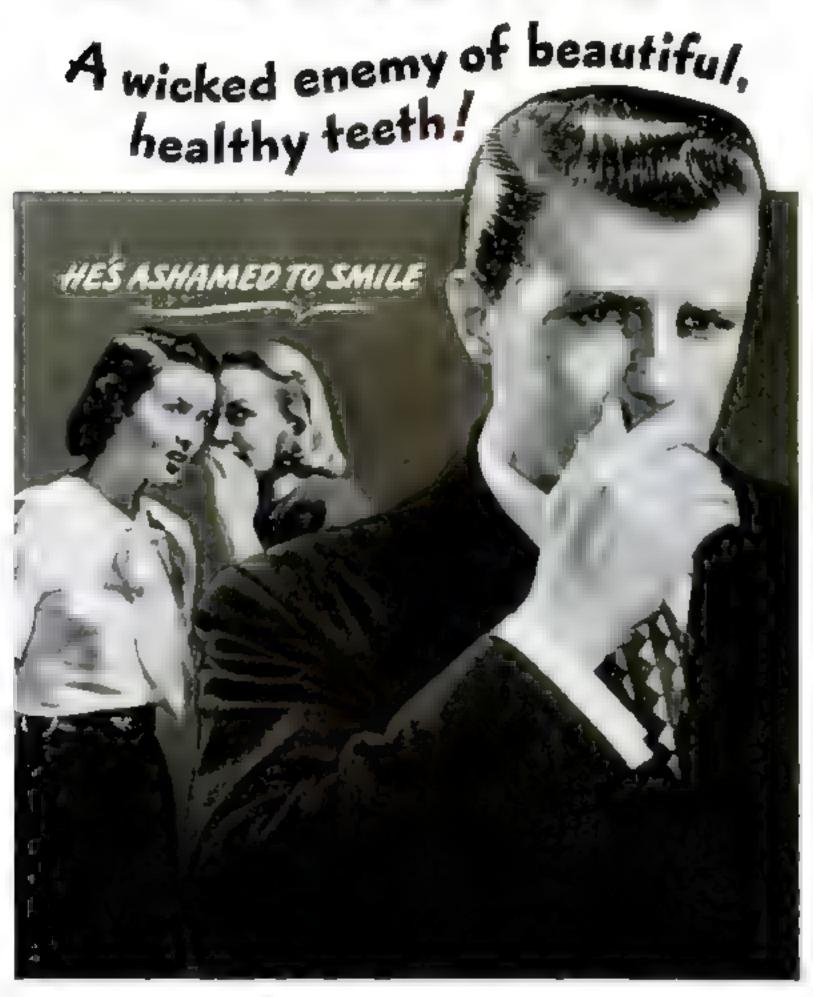
Some advertising, the Table felt, results in dangerous cultural distortions. For example, an ad will suggest that the success of a woman's love depends, not upon her moral or emotional stature, but upon the use of a hand lotion or her choice of bed linen. In such ads the inner meaning of happiness is lost. Said Dr. Fromm, "Perhaps you have here a difference between rational and irrational advertising. Rational advertising communicates to the prospective buyer the qualities of the product. Irrational advertising, on the other hand, appeals to inferiority feelings or to day-dreams that promise happiness and success. A new gadget, a laxative, a hair tonic is held out as a key to happiness. This has disastrous results because it creates the impression that happiness is a commodity one can buy, when actually happiness can only be the outcome of inner activity."

Miss Bernice Fitz-Gibbon, advertising director of Gimbel Broth-





# DO YOUR GUMS BLEED? YOU MAY GINGIVITIS-



# 4 OUT OF 5 Can Be Victims And Not Even Suspect It

Are you ashamed to smile because your teeth look so dull and dingy?

Do your gums lack that greatly desired rosy pinkness?

Don't wait for bleeding gums to warn you. And do

Don't wait for bleeding gums to warn you. And don't use a product to merely clean your teeth. Instead—to curb bleeding gums and help gums be firmer with a lovely rosy pinkness, see your dentist and start at once—use 'double purpose' Fothan's made especially for both gum massage and cleaning teeth.

This easy Fothan method is famous to curb bleeding gums and help gums to be firmer, thus healthier. Notice the difference in the way your gums soon feel and look. Notice how Fothan's cleans teeth to a radiant natural brightness. Be proud to show your teeth and gums.

NO OTHER paste, powder or liquid contains this Forhan formula—developed by Dr. R. J. Forhan. Yet Forhan's costs no more.

#### **Begutiful Teeth Need Firm Gums**

Never neglect bleeding gums. This is often the first sign of Gingivitis, a common gum inflammation which, neglected, often leads to dreaded Pyorthea. Only your dentist can help Pyorthea. See him. Then at home start at once—use 'double purpose' Forhan's.



#### PURSUIT OF HAPPINESS CONTINUED

ers department store, New York, drew a sharp line between national and retail advertising. "I think advertising could probably move just as many things if it stuck to things. But the national field takes over everything. The purchase of a collapsible ironing board, for example, can cure your husband of waning amorousness. I remember a picture of an old couple in a typical ad. The headline went something like this: 'Jim and I never went out. We never had friends in. We were isolated, alone, unhappy.' Well, then they purchased some stuff that they rubbed on their loose dental plates, and then in two sentences everything had changed, 'Now life means so much to us. Now we go everywhere.'

"I think the point is that the store stops where it should, but that the national advertiser moves on into faith, morals, religion,

right and wrong and everything."

Miss Fitz-Gibbon get caught in a cross fire. Charles Luckman of Lever Brothers cracked back, "I would like to compliment Miss Fitz-Gibbon. I think the taking of the veil is very becoming to her—I really do. I understand why she does not want moral overtones in retail advertising because one of the great problems in retail advertising has been the practice for so many years by certain department stores of taking this wonderful ironing board and saying, in 16 point type, that it was a 899 value for \$2.95."

Mrs. Gould of the Ladies' Home Journal felt that Miss Fitz-Gibbon's distinction did not altogether meet the question. "I grant that advertising is not primarily an opportunity for the expression of morals," she said. "On the other hand, almost any written word does have moral overtones. Once you get into quality, once you say anything more than just, 'Come into Gimbels and buy our bath towels,' you are bound to raise questions that have relationships to our whole civilization. Advertising cannot be considered simply as a tool. It is a part of the civilization which it both reflects and influences, and in this regard it is just as important as the publishing business. It cannot be taken as merely a means to an end."

#### The counterattack

THOMAS D'ARCY BROPHY, head of the successful advertising firm of Kenyon & Eckhardt and president of the American Heritage Foundation, took the opposite line. Advertising, he said, is not an end in itself. In this it differs from the arts, the movies, a good magazine article and so forth. It is a means, a method of selling, and must do special pleading. But there are many constructive uses for it. He cited the work of the Advertising Council during the war, and also that of the American Heritage Foundation, which is sponsoring the Freedom Train, now touring the country.

Charles Luckman launched the major counterattack against the critics of advertising. "I must confess I have never been so confused and amazed in my life as at some of the statements made here. Advertising can only be a part of our economic system if it helps sell more and better products at lower cost. In order to sell more products you have to use advertising in a way that will sell products." This means that advertising is closely bound to the cultural level of the people. For example, said Mr. Luckman, he himself once decided to take the soap operas off the air, on the grounds that their cultural level was too low. The result was that the company was deluged with protests and it had to put the soap operas back on again.

At this point Mr. Luckman turned the attack against his accusers. The trouble, he said, is not with the advertisers but with those whose task it is to enlighten the people and raise their cultural level: editors, educators and the clergy. The responsibility for the low cultural standards of the country lies with them, he declared. But instead of providing the necessary leadership, they

This argument had a telling effect. Naturally the editors, educators and churchmen present were inclined to defend their own institutions. Yet they conceded many shortcomings.

MODERATOR. "Would you agree, Dr. Bonnell, that the educational

system is not providing this leadership?"

De Royserr "Decidedly it is not for the y

DR. BONNELL, "Decidedly it is not, for the very reason that you can go into the educational system and go out as you came in, unaffected by what ought to be a transforming process."

MODERATOR. "Is the Church providing it?"

DR. BONNELL. "Not to the degree that it ought to, by a long shot."

The result of such concessions was an agreement. It was agreed that advertising cannot escape the moral and cultural implications of its deeds, some of which are deplorable. But it was also agreed that advertising cannot be expected to provide cultural leadership. This must be done by editors, educators, the clergy and various individuals and institutions immediately concerned with the en-

CONTINUED ON PAGE 110



The pitcher is the umpire, too. He'll call his own pitches—and what kind of a ball game will that be?

We have the same situation in our business. Government—which regulates the electric companies—is in competition with them!

The electric companies recognize their public obligation to supply continuous and dependable service. They have provided America with the most and the best electric service in the world. Electric rates have been lowered steadily until today the average family

gets twice as much electricity for its money as it did 20 years ago.

Yet today government sets up politically managed electric agencies, and runs them by a different set of rules. They receive subsidies, pay little or no interest on money they borrow, pay no Federal taxes.

If it can sell electricity on this basis, government can sell anything else the same way!

We believe that the people who work in our companies, as well as the people who have invested their savings in them, deserve the same protection from political attack that most other people still enjoy. Since the umpire calls the pitches, should he play, too?

It is to your benefit to know the facts about your electric service, and to ours to have you know them. That's why this advertisement is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES\*.

\*Numes on request from this magazine

## FOR WOMEN ON VACATION Tampax "internal" method of monthly protection perfected by doctor Full month's supply will slip into a purse

Leave your worries behind you when vacation days begin. And if "Tampax days" should arrive during your holidays, don't feel too depressed, for Tampax is monthly protection that seems to be made especially for trav-

elers and vacationssts. Being worn internally, Tampax is only 1/15 the size of older types - and it is invisible beneath the snuggest swim suit or the

shortest shorts! With Tampax you discard belts, pins or other supports - a blessing in hot, sticky weather. Tampax causes no odor - nor any bulges and

edge-lines, even with sheer formals. And wonder of wonders, you cannot even feel the Tampax you are wearing! Made of

pure surgical cotton, Tampax is compressed in slim white tubular applicators for quick and dainty insertion.

You can wear Tampax in tub or shower or in swimming. Buy it at drug or no-

tion counters anywhere. 3 absorbencies: Regular, Super, Junior. Also look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



State

#### PURSUIT OF HAPPINESS CONTINUED

lightenment of the people. If such leadership is provided, however, so that people begin to get a better grasp of the principle that happiness is not to be found in mere pleasure and self-gratification, then advertising can help to carry the load.

#### The American faith

THE Rye agreements were reached in the throes of a philosophical battle. This battle concerned the origin of the moral truths upon which, as everyone present agreed, democratic society must be based. Both Dr. Sidney Hook and Dr. Erich Fromm insisted (though from different viewpoints) that the moral goals of humanity can be understood and achieved without what is ordinarily called religion. Father Walsh and Dr. Bonnell disagreed with this as also did Dr. Greene, a powerful contender for the divine origin of man and of the moral laws. The argument was long, involved and, at some points, technical. But the laymen present were deeply encouraged by the obvious efforts of the philosophers to agree wherever possible.

A basis for agreement was provided by Dr. Hook, who phrased his pragmatic position in such a way as to make agreement possible. He took as his starting point the "process of freely given consent" -that is to say, the democratic process, as illustrated by American history. "Insofar as we accept the process of freely given consent and abide by the rules of the game that express that process, then we shall be able to reach agreement. These rules of the game themselves are justified in terms of their consequences."

Many of the members, while welcoming Dr. Hook's effort to find a common ground, insisted that a true understanding of the good, and hence of happiness, involves much more than a knowledge of "consequences." Said Mrs. Herbert W. Hines, 1948 Mother-ofthe-Year, "I think happiness is primarily a spiritual matter. Religious faith has more to do with bringing happiness to an individual than anything else," While not all of the members would have gone so far most, like Jefferson, assumed the existence of a Deity from whom man's knowledge of the good is obtained. Mr. Milltken stressed this and in doing so led the discussion over into the area of agreement. "I only know," he said, "that I have a faith in a Supreme Being. That is something I have to cling to, But I also have a faith that man can develop his capabilities in freedom, and that is the way for me to the pursuit of happiness."

It was agreed therefore, not to raise the question of the origin of the moral law or of the great human principles underlying democratic society. It was agreed to accept those principles as they are, as a moral base upon which all men can meet. Thus the resolution of the conflict was found in the very place where Jefferson had put it—the philosophy of America. And the best statement of this in contemporary terms, as Dr. Hook suggested, is the pledge of Mr. Brophy's American Heritage Foundation: "I am an American, a free American: free to speak without fear; free to worship God in my own way; free to stand for what I think right; free to oppose what I believe wrong; free to choose those who govern my country. This heritage of Freedom I pledge to uphold for myself and all mankind,"

Thus the Rye Round Table found its final solution in the practical idealism that has characterized all of American history.

#### The Kingdom of Heaven

T was not the task of the Round Table to inquire into the nature of happiness itself—that elusive state of being which has engaged the attention, with many conflicting results, of all the greatest philosophers of history. The Round Table, like Jefferson, left the definition of happiness to the individual. It was concerned rather with the working of a political right, the Pursuit of Happiness, in our modern society. Its agreements had to do with the application of this right by those who cannot escape responsibility for its proper exercise. They may be summarized as follows:

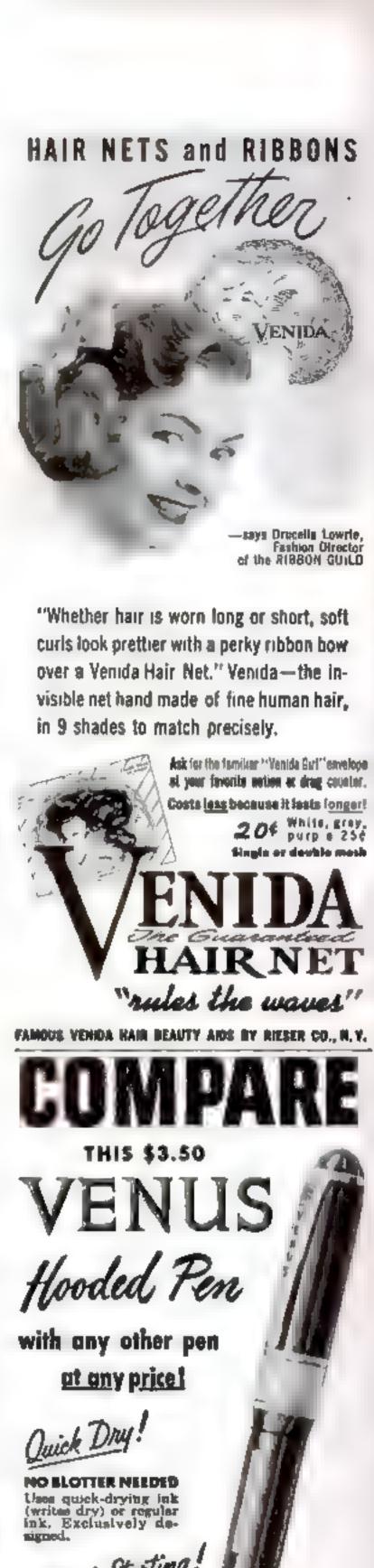
 If happiness is construed as mere pleasure or self-indulgence, the Third Right won't work. It will prove productive of a healthy society only if the people give it a moral base.

2) The strengthening of the Third Right cannot be accomplished merely by reforms from the outside (such as, for example, economic reform). It involves meeting the issues of the inner life. These "inner" solutions may then be coupled with "outer" reforms.

3) For the above purpose:

a) The American worker must be given a real participation in his job and in profits.

b) There should be more encouragement of the arts at all levels, not only in terms of creation but also in terms of enjoyment. c) Movie censorship should be revised to permit the presenta-





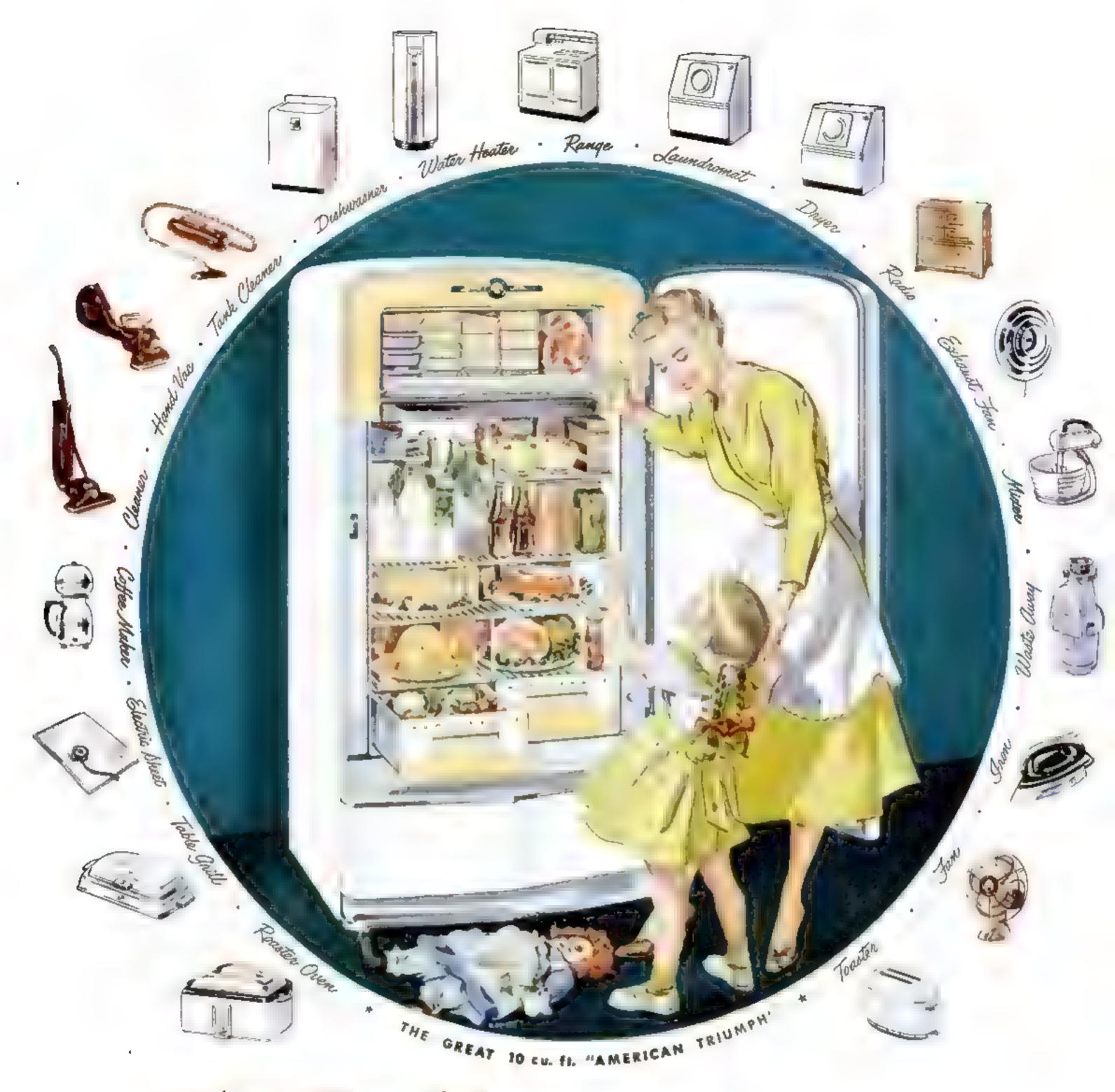
makers of famous Venus Pencils.

CONTINUED ON PAGE 143

Address

City -





## There's Room Galore... to BOTH FREEZE AND STORE!

56 POUNDS OF FROZEN FOODS, Insulated second door acts as loading shelf.

2 Extra Peop Humidrawers. Hold ¾ bushel of fruits and vegetables. Ring-free glass tops.

Adjustable Shelves . . . drop down or lift out for bulky foods. Tall bottle space, too.

3 KINDS OF COLD . . . all you need to keep all kinds of food market-fresh.

Zero Cold for freezing foods. Or storing frozen foods 4 ice trays and utility tray.

**High-Humidity Cold** for foods that need it. **Normal Cold for staples and leftovers.** 

this GREAT REFRIGERATOR-FREEZER has everything' Door closes automatically, opens at touch on either side of handle.

Color Styled to enhance your kitchen.

Soo It, and the many other members of this famous family of appliances, at your Westinghouse retailer's, now.

#### WESTINGHOUSE ELECTRIC

Plants in 25 Cit.es - Offices Everywhere Applicace Division - Mansfield, Obio

### Every house needs Westinghouse

Maker of 30 MILLION Electric Home Appliances

TUNE IN TED MALONE
EVERY MORNING
MONDAY THROUGH FRIDAY
A B C NETWORK

#### PURSUIT OF HAPPINESS CONTINUED

tion of the real moral issues of life, rather than mere conventionalized patterns and daydreams.

alized patterns and daydreams.

d) Advertising cannot be expected to provide cultural leadership, but neither can it escape the moral and cultural implications of its activities, some of which at present interfere with an intelligent pursuit of happiness.

4) The American democratic heritage itself provides the best common ground on which to base the moral principles required for the intelligent pursuit of happiness. This heritage expresses a practical idealism, highly characteristic of Americans, which relates the

individual to humanity as a whole,

Such were the major agreements. There were others. The Table agreed, for instance, that the same standards that it applied to movies must also be applied with necessary variations to other mass media such as magazines and radio. But the limitations of time did not permit the examination of these and other issues in such detail.

Yet the true significance of the Table goes considerably beyond these listed agreements. The deeper meaning of its conclusions is to be found in its refusal to accept the Third Right as a mere political abstraction. Rather it sought for the clarification of this right in the lives of Americans. There, the Table agreed, in the inner lives of men and women, the final solutions to happiness are to be found. The Third Right is an inner right, indispensable to the proper exercise of all the others, giving man the freedom to find truth in whatever terms he is able to behold it.

This note may sound unfamiliar to some modern ears; but in striking it the Table may have been foreshadowing a change in the thinking of our time. Had this Table met 10 years ago it is safe to guess no such agreement would have been reached: the entire debate, as illustrated by similar conferences held at that time, would have centered around "outer" reforms and particularly the economic question. Today it is becoming apparent to millions that economics does not in itself hold the answers to the underlying problems of democratic society. The war and its aftermath have shaken us from that position. People are searching themselves and their societies for deeper answers than the outer world alone is able to reveal.

Asked to close the meeting, Betsey Barton made this point with quiet emphasis. "It is my experience," she said, "that suffering and pain are, unfortunately, the great character builders—not that suffering is good in itself, but because it often helps to shift our expectation of happiness from without to a search for it from within. In this country, I think, we have not suffered enough to be forced to make this shift in focus. That is one of the reasons why Europeans seem to be closer to spiritual understanding than we are.

"Mystics have shown us that when they set out to achieve spiritual understanding, they cleared the way by depriving themselves of things, by their own will. But we are so suffocated with things and with distractions that the real pursuit of happiness is almost

impossible.

"I feel that we should learn how not to be afraid of being alone. Then we would not seek to run from alone-ness into distractions. If self-understanding is a component of happiness (as we agreed) this is best achieved in silence, in stillness and in solitude.

"Happiness is primarily an inner state, an inner achievement, In other words, I would like to close by saying that the Kingdom of Heaven is within us."



Betsey Barton is the daughter of Bruce Barton, successful advertising executive and former congressman. Fourteen years ago she lost the use of both legs in an automobile crash. Despite her paralysis she has fought her way back to self-reliance and to the courageous philosophy that she expressed at Life's Round Table.

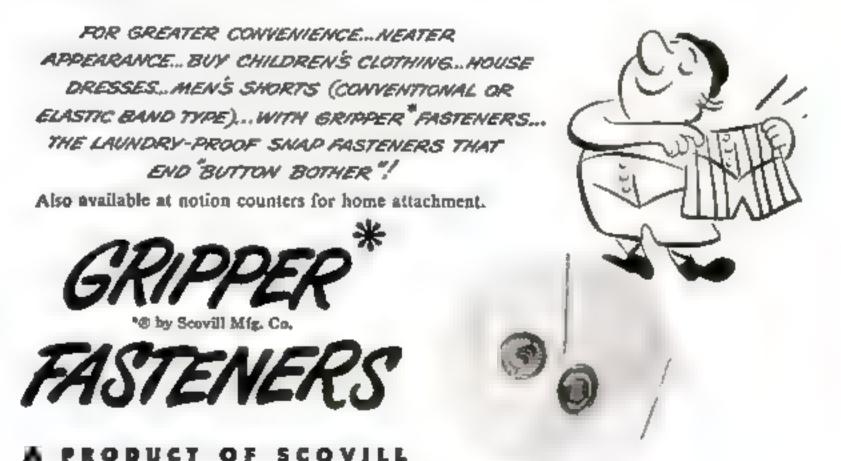
# GREAT MOMENTS and the moment after by 45th am



"Good show, old chap! Not everyone can bag his first lion bare-handed. By the way, I notice the blighter got everything but you-and your shorts? How did you manage to keep them?



"It's simple, old man! All my shorts have GRIPPER\* fasteners on them. Gripper fasteners are laundry-proof, rust-proof... and they simply refuse to pop off!"





A NEW STANDARD FOR LIVING

## This is the new Lustron Home

...the house America has been waiting for....



No redecorating, no repointing, no remofing. The Lustron Home is porcelain enameled steel, fireproof, decay proof. Sunlight, salt water, or chemical fumes cannot stain or fade the beautiful finish. Heating is by most advanced type of radiant panel heating system in ceiling of home, with heating unit in utility room, Home is fully insulated throughout.

Here is America's new standard for living.

It is the Lustron Home, produced in a factory to bring you the cost-saving benefits of volume production, unit assembly, precision engineering, and mass purchasing.

It is a better home than many people ever expected to be able to buy—yet well within the means of anyone who can afford \$50 to \$60 a month for a home of his own.

It offers cheerful convenience, room for living, the strength and permanence of modern steel construction — without the penalty of price.

Read some of the basic facts about the new Lustron Home here.

LUSTRON CORPORATION Box 2023 A, Columbus 16, Onio



Big living room features picture window, builtin bookshelves. Your choice of decorator colors, inside and out, all in non-glossy, semi-matte porcelain enamel finish—"easy on the eyes."



Children or guests find ample room in the second bedroom. All rooms have good wall space—and you will find you need less furniture because of the many built-in features.



Easy mealtimes when you have this wonderfully compact dining room to work with. Built-in cabinet shows off china, provides plenty of storage space for linens, silver.



Gleaming bothroom comes complete with combination tub and shower bath, medicine cabinet, lighting fixtures. Automatic water heater (in utility room) is also included.



Kitchen includes all cabinets, exhaust fan and combination dishwasher-clotheswasher among the many features you get in the "delivered price" of the Lustron Home.



Secret of Lustron's efficient, economical radiant panel heating system is this compact automatic heating unit in utility room. No radiators. No gulles. No dusty air currents.



Moster bedroom has built-in dressing table. Big 7 foot mirror is surrounded by drawers and cabinets. Total storage area is double that of comparable conventional house.



Hoor plan shows the five big rooms—plus large unity room—a total of more than 1,000 square feet. See how "closet walls" provide ample storage space without sacrificing floor area.



# Life Visits a Small-Town Girl

#### And finds that, happily and usefully engaged in many activities, she wants to stay exactly where she is

Many American girls dream of leaving home to seek careers in big cities. Some of them actually do so. But many others deliberately reject careers and big-city existence in favor of the quieter but pleasanter life to be found in a small town. One of the latter is 20-year-old Pattie Ann Nelson, the daughter of a Longmont, Colo. photographer. An alert and pretty blonde once selected by a movie magazine as one of three "typically American" girls, Pattie

undoubtedly could succeed in the nerve-jangling competition of career-seeking. But she prefers to stay in Longmont, a friendly and prosperous town of wide, shady streets and comfortable houses because "you know people better and everything is just 10 minutes away." Longmont, set in the rolling northern Colorado foothills, offers Pattie the kind of work, recreation and associations that she enjoys most. Ultrasophisticates might find these

tame in contrast to the sharp, insistent pleasures of the city. But they might also envy a life which balances work, recreation and relaxation so neatly that Pattie, no prude, has never felt the need to smoke or drink, cannot remember when last she cried and never has nervous tantrums or sleepless nights. On the following pages LIFE inspects the kind of existence that has permanently wedded pretty, vivacious Pattie Nelson to a town of 12,000.

#### Small-Journ Girl CONTINUED



AT A COLLEGE DANCE that followed the Colorado Against some of her friends. She has many dates at the same, which is 10 tale from Long out.



FOR A CANTER in Estes Park, Pattie and her friend, Betty Stanoff rent two saddle horses. Pattie also goes swimming a lot and fishes for trout in the streams near her home.



ONEAL TUCKER, 14-YEAR-OLD SHOESHINE BOY IN A BARBER SHOP NEXT TO THE

#### IT'S A QUIET LIFE ON WEEKDAYS

Every weekday morning at 7:15 her father's call awakens Pattie Nelson in a comfortable white house on Longmont's Third Avenue. A healthy sleeper, Pattie drops off again for another 40 winks. She walks to work in her father's photograph is studio usually arriving late which is all right because he is usually late too. She spen is the morning waiting on customers, developing film and outasionally taking photographs in her her father's guidance. At noon she walks home to lunch. The afternoon stint is broken by Cokes with friends at Sheeder's pharmally on Main Street and at 5:30 Pattie gress home to help with dinner—she is especially dett with salads, roasts and chocolate cake. After dinner the may be a family masicale. If not Pattle occupies herself with newspapers, magazines—ewing or letter writing. She is a shally in bed by 9:30.

This peaceful schedule changes abruptly on weekends. Dated solid, Pattie is taken to the pines dance at the American Legion Hall each Friday night,



NELSON STUDIO, HAS A CRUSH ON PATTIE AND BRINGS HER BOUGUET OF IRISES

#### BUT A VARIED ONE ON WEEKENDS

another dance in Denver, Boulder (the University of Colorado) or Fort Collins (Colorado Agricultural College) on Saturday night and a movie at the Fox or the Longmont on Sunday night. Sunday afternoon may find her skring high in the nearby mountains, riding with a friend, or attending a steak fry, and throughout the week she sandwiches in occasional swims, golf lessons or brilge parties. Because she is popular and Longmont is a friendly town, her life contains occasional pleasant surprises like flowers from an unsuspected admirer (above) or an outburst of ardent poetry via mail. Pattie, who has fallen mildly in love and out of it twice, does not take her affairs too seriously. She is content for the present to go out with boys, giving each a goodnight kiss or two, and go on working at photography, which she does take seriously (next pages) but does not regard as a career. Her real career will begin when she meets the right hoy, marries and settles down to raise her own family. In Longmont, of course,



MUSICAL EVENINGS are frequent at the Nelsons'. Pattie's father plays the violin, married sister Bonnie the piano, and Pattie and brother-in-law, Craig Anderson, sing.



SUNDAY BEAUX sometimes bring their chores with them. Here Pattie belps three boxs wash their convertible. Afterward they all pitched in and helped her mow the lawn.

# Does your face say "I love life"?



### With that "Double-Rich" Kentucky Taste

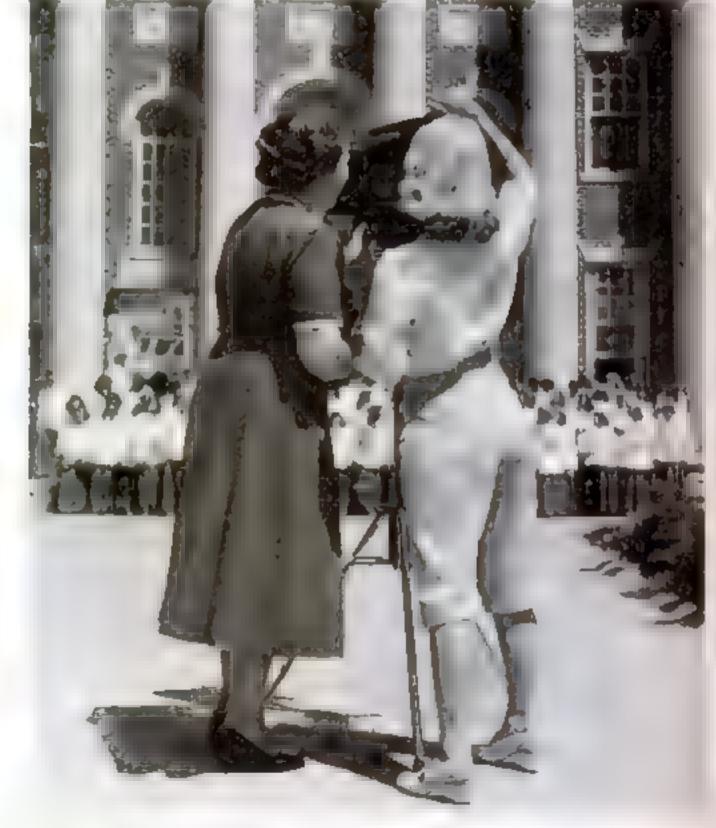
A Schenley
Mark of Merit Whakey



Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits. Copr. 1948, Schooley Distillers Corp., N. Y. C.



PATTIE OFTEN TAKES HER CAMERA ALONG ON DATES. AT THE RODEO,



HER WORK includes photographing many school groups like the a cappella choir of First Collins II gas School (above). Pattie attended the school herself

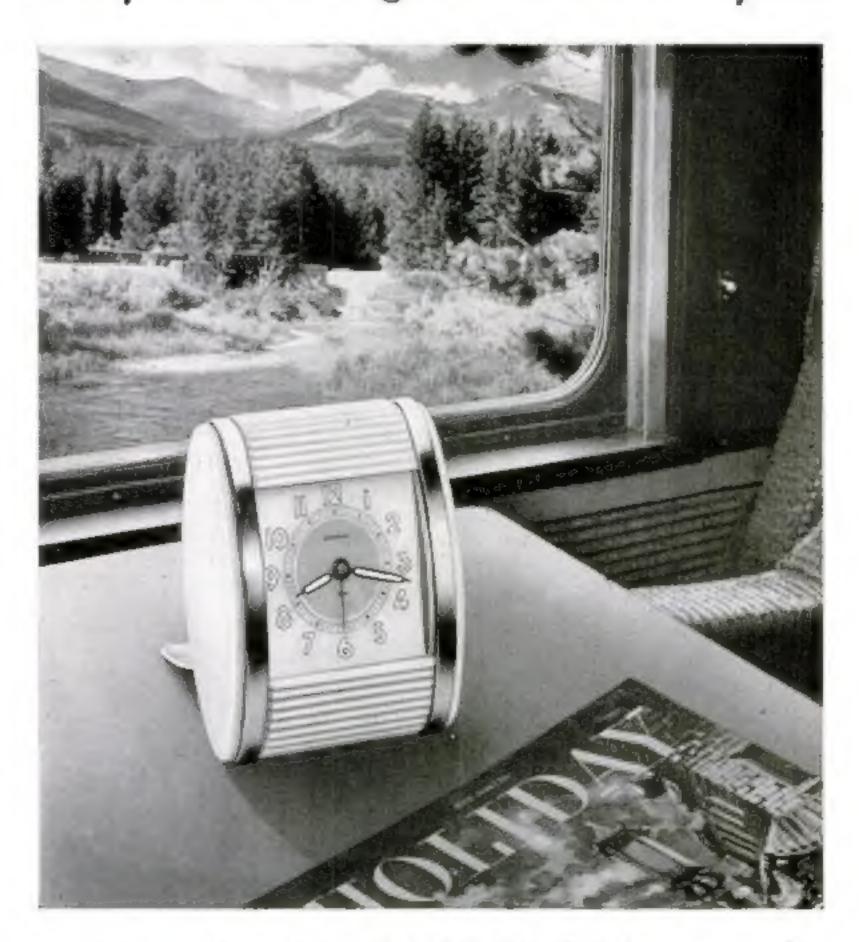




HAND-TINTING of portraits made by father is another of Pattie's many jobs. She receives \$20 a week, buys most of her clothes, pays no board or room.

CONTINUED ON NEXT PAGE

YOU MIGHT THINK that people would have little love for any clock. When it isn't getting you up, it's sending you to bed. It won't wait for you. You can't hurry it. Yet millions have a very deep and personal affection for their Westclox. They trust its vigilance. So will you.





OPEN



#### Travalarm-faithful friend at home or away

TRAVALARM is just 31/2 inches high—tucks compactly into any piece of luggage. Sliding front shutter and hinged easel back can be closed completely to protect the clock while you're traveling. At home or away, Travalarm is handsome in any setting, practical in any space. Sets up for duty in a jiffy. You can read its luminous dial day or night; its alarm is gently persuasive. One key winds both the time and alarm springs. Comes in ivory finish-with gold color trim.

#### WESTCLOX

MADE BY THE MAKERS OF BIG BEN Products of GENERAL TIME Instrumento Corp.

# MRS. PARADINE IS ON

# TRIAL FOR HER LIFE!



#### LOUIS JOURDAN HOPES SHE DIES!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

# THE PARADINE CASE

starring GREGORY PECK - ANN TODD - CHARLES LAUGHTON CHARLES COBURN - ETHEL BARRYMORE - LOUIS JOURDAN - and VALLE



#### Small-Town Girl CONTINUED



PATTIE TAKES PAINS with her studio portraits, lighting them carefully and arranging the dress of the subject. Here she poses Mrs. U.S.G. Bowersox.



RESULTING PORTRAIT is a good likeness of Mrs. Bowersox but does not have the mood or character Pattie will achieve if she continues working hard.





2 "A river of lava engulfed the town of Parientin, two miles away. The town's 5,000 inhabitants fled. Only one building survived the assault of earthquake, flaming lava and ashes, For miles around, all vegetation was killed, all roads disappeared.

Canadian Club in unexpected places. Like many Americans, I've seen a lot of the world the past six years. And I remember these friendly meetings with Canadian Club for two reasons. The first is that somebody, somewhere, has always produced a bottle of this memorable whisky at particularly memorable moments. And the second reason is: Canadian Club is my personal choice in whisky back home."



We went closer than anyone had ever been . . . much too close for comfort. There was a constant rumbling, for Paricutin, already 1.500 feet high, is still active . . . still growing. Hot boulders tumbled from the sky. When a big rock missed me by inches, I decided I'd seen enough.

"In so many lands," write world travelers, "we find our favorite Canadian Club proudly served as 'the best in the house'." Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



"At San Jose Purno, a nearby spa, I asked the waiter to bring his best. He soon returned and said, 'Senor, in all Mexico there is no finer whisky than Canadian Club.'



IN 87 LANDS NO OTHER WHISKY TASTES LIKE



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, III. Blended Canadian Whisky. 90.4 proof.

# Independent Tobacco Experts Again Name LUCKY STRIKE FIRST CHOICE

over any other brand!\*



#### LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw